

The National Underwriter

LIFE INSURANCE EDITION

FRIDAY, JULY 4, 1930

B18

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THE LINCOLN NATIONAL LIFE INSURANCE COMPANY
FORT WAYNE *"Its Name Indicates Its Character"* INDIANA

Life Disability Double Indemnity Reinsurance



North American Reassurance Company

Lawrence M. Cathles, President

250 Park Avenue, New York

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The National Underwriter

LIFE INSURANCE EDITION

Thirty-Fourth Year No. 27

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, JULY 4, 1930

\$3.00 Per Year, 15 Cents a Copy

Mutual Benefit Explains Stand

Has Not Abandoned Purpose to
Issue Unusual Disability
Clause

CRITICISM NOT LOGICAL

Company in Statement Justifies Its
Method of Measuring Loss by
Earned Income

NEWARK, July 3.—The position of the Mutual Benefit Life with respect to its disability coverage is thus set forth in an official communication by its management:

"The Mutual Benefit has not abandoned its purpose to offer disability coverage in supplementary policies associated with its life insurance contracts, definite in its provisions both as to the rights of the insured and as to the obligations of the company. No logical criticism on its merits has yet condemned the company's plan of measuring disability, as a basis for waiver of premium or income benefits, by a comparison of the insured's earned income before and after disability, in combination with a definite interval or waiting period during which disability should exist before the benefits become applicable.

No Suggestion to Others

"The Mutual Benefit at no time has suggested that any other company should accept its plan, and in its effort to continue the disability business on its own lines seeks only freedom for itself in the transaction of its own business. We make no complaint that other companies have continued satisfied with the ways and methods to which they have been accustomed, and we find no argument in their unanimity as against our right to also continue with our mind unchanged as to the form of disability coverage we desire to write. The conditions remain as they were when the Mutual Benefit plan was first announced and approved, except as affected by the uniform disability provisions adopted by the National Convention of Insurance Commissioners at Toronto in September last.

Accepted in 19 States

"The company has been notified of the acceptance of the uniform disability provisions by the commissioners in 19 of the 44 jurisdictions in which the company is transacting business. The Mutual Benefit supplementary disability policy forms have been revised, without changing the basis or certainty of the contract, in an effort intended to harmonize them with the required and permitted provisions of the uniform program, and have been refiled as modified in the jurisdictions in which the company received notice of the withdrawal of the approval originally given prior to April 1, 1929.

"The company believes that there is

New Business and Gain in Force Reported for First Six Months

A survey of the new paid business for the first six months of 1930 and the gains made in insurance in force during that period is being conducted by THE NATIONAL UNDERWRITER. The first of the reports follow:

	New Business	Gain In Force
Baltimore Life....	2,260,726	\$ 514,488
Bankers Natl....	16,500,000	9,000,000
Berkshire	16,532,700	7,000,000
Cont. National...	2,347,000	1,798,500
Cosmopol. Old L.	1,100,000	428,300
Country Life....	6,997,000	6,122,500
Farmers Un. Mut.	1,550,000	975,000
Great Western, Ia.	2,713,350	3,000,000
Ky. Centl. L. & A.	3,229,422	*411,416
Manhattan Life...	10,460,000	4,075,000

	New Business	Gain In Force
Minnesota Mut....	\$ 32,000,000	\$19,000,000
Northwestern Mut.	185,000,000	\$4,500,000
Phoenix Mut.....	47,300,000	27,000,000
Provident Mut....	67,000,000	32,500,000
Reliance L. & A., Mo.	500,000
Reliance Mutual...	3,200,000	†3,190,500
St. Joseph Life...	721,000	431,488
Security Life, Ill.	6,750,000	1,400,000
Stonewall Life....	1,535,000	1,535,000
State National, Mo.	978,136	952,852
Union, Ill.	206,000	56,000
Virginia L. & C.	3,987,550	993,550
Wis. State Fund.	50,500	41,500

*Decrease.
†No business written prior to Feb. 1, 1930. Includes \$3,100,000 reinsurance of Covenant Life.

Earl G. Manning Million Dollar Round Table Head

The program for the international convention of life underwriters under the joint auspices of the National Association of Life Underwriters and the Life Underwriters Association of Canada, to be held in Toronto, Sept. 24-26, is nearing completion.

Earl G. Manning of Boston, well known throughout the North American continent, will be chairman of the Million Dollar Round Table.

The major portion of the program will be given over to men who are essentially field men and every effort is being made to bring to those attending this convention material which they can carry away with them and which will help them in a very real way toward a larger success. Several men of continent wide repute have already consented to participate.

Leon Gilbert Simon, million dollar producer of New York, is chairman of the program committee, with J. G. Taylor of Toronto as vice-chairman. A convention organization has been set up, headed by an international convention committee of which J. J. McSweeney of Toronto, chairman of the board of the Life Underwriters Association of Canada, is chairman with S. T. Whatley of Chicago, president of the National Association of Life Underwriters, as vice-chairman.

no inconsistency in its revised forms with the essentials of the uniform requirements or permissions. It has been sustained in this view by a number of the commissioners, by their approval of the modified supplementary disability policies as in substantial compliance with the uniform provision. New York and Ohio have disagreed with company's claim in this behalf, and court proceedings have been instituted to review the adverse rulings of the departments. In the latter state arrangements have been made to continue on the forms originally approved, pending the outcome of the litigation in that state. In New York a certiorari to review the superintendent's ruling has been allowed, with a stay of the superintendent's withdrawal of his former approval until

(CONTINUED ON PAGE 22)

Insurance Division Draws Many Executives' Interest

Much interest is being manifested by fire, casualty and life company officials in the newly organized insurance division of the American Management Association. This association, whose president is Vice-president William J. Graham of the Equitable Life of New York, has an important membership of over 4,400 executives representing about 200 industrial and commercial corporations, many of international importance. The membership also includes nearly 200 trade association executives and some 200 university professors.

The insurance division is a natural outgrowth from the parent body. Many corporations have organized insurance departments and the insurance division was organized to discuss fire, casualty, liability or life insurance problems.

Indications Point to Record Breaking Total

As the compilation of the vast amount of data in The National Underwriter's Life Payments Localized Number nears completion, all indications point to another record breaking total in life insurance payments to policyholders and beneficiaries in 1929.

Although the exact figures are not yet available, there is no doubt that the 3,500 newspapers throughout the country receiving advance copies of this special edition will be carrying liberal stories featuring both the national and local totals paid by the life insurance companies of the United States and Canada. Wide-awake underwriters are planning to take advantage of this publicity and use the 1930 edition of the Life Payments Localized Number published in July in canvassing so as to demonstrate to their prospects and policyholders the splendid work life insurance is accomplishing. Extra copies can still be ordered from the Chicago office.

Conservation Is Keynote of 1930

President Bullock of State Mutual
Gives Views at Agency
Convention

AGENTS MOST EFFECTIVE

Executive Urges Field Force Not to
Permit Stock Market "Complex"
to Affect Them

The all-important subjects of policy loans, large policies, the new disability and incontestable clauses, conservation and lapsation, and the effect of general business conditions on life insurance sales were taken up by President Chandler Bullock of the State Mutual of Worcester at the annual agency convention.

President Bullock emphasized the important part agents can play in reducing policy loans and helping in the special conservation effort this year following the placing of a huge total of policy loans by many persons involved in the stock market crash.

Causes Much Anxiety

"This is a subject that is giving us all some anxiety," he said, "especially as we know that policies with loans lapse at least twice as quickly as policies without any lien. An ounce of prevention is worth a pound of cure. All companies are wondering if some of their agents might not be more tactfully persuasive in preventing many policy loans.

"If a field man is so timid with his policyholders that he dare not discuss a threatened loan, then he has not established that confidential relationship which should exist with his clientele. He has failed somewhere. It really is the underwriter himself by his own intimate contact with the policyholder who is best adapted to put a stop to most loans. It is fine salvage work and well worth the time spent."

Many Large Risks Costly

Mr. Bullock says intercompany meetings indicate clearly that all companies have come to the conclusion that many of the larger risks emanating from brokers' offices have been dubiously accepted in the past and have proved costly to the companies. He notes that experience indicates a strong selection against the companies on disability cover for women. In commenting on the change to the two year incontestable clause, President Bullock says: "No company which has adopted such a clause ever has reported losing an acceptable risk because of it, and if any were lost they were exactly the kind of risks that were not wanted."

He set conservation as the "theme song" for this year. "Life companies do not want to be like that king of France in the nursery rhyme who marched up hill with 10,000 men and then just marched down again," he said.

(CONTINUED ON PAGE 22)

Equitable Survey of Group Shows Little Else Carried

GRAHAM ANALYZES CLAIMS

Average of \$1,749 on 574 Deaths Paid by New York Company in May, Records Show

Vice-president William J. Graham of the Equitable Life of New York comments on the 574 death claims to group policy beneficiaries in May, amounting to \$1,003,692, or an average of \$1,749. "In 247 of these cases our records indicate no other insurance was carried," he says. "Thus, 43.1 percent of those insured relied solely on their Equitable group insurance."

"It is not known how many of these could not have obtained insurance other than group. Statistics show that 16 percent of workmen and others insured under group contracts are impaired in health or otherwise ineligible for standard insurance."

Little Insurance Carried

"In the remaining 327 cases, where insurance other than that in the Equitable was carried, 53 of these had \$250 or less, 52 carried from \$251 to \$500, 80 carried from \$501 to \$1,000, and 142 had over \$1,000. The total other insurance reported was \$1,052,407. Claims were paid to wives in 359 cases, to children in 70 cases, to mothers in 50 cases. Wives and mothers numbering 409 were beneficiaries in 71 percent of the claims paid in May, all other classes of beneficiaries, numbering 165, representing 29 percent."

"Non-occupational accidents caused 7.2 percent of claims, occupational accidents 3.6 percent, murder or suicide 2.3 percent, and other causes 86.9 percent of death claims paid."

In Force Only Short Time

"The average time for which these policies were in force before becoming claims was only 57 months. Statistics are usually dull and uninteresting, but who can scan these figures without reading between the lines and realizing what these group insurance payments probably meant to the beneficiaries? Who will say that group insurance is not today a most important factor in the social and economic life of this country?"

Mowbray's Volume Analyzes All Branches of Insurance

"Insurance, Its Theory and Practice in the United States," is the latest volume in the McGraw-Hill insurance series. The author is Albert H. Mowbray, fellow Actuarial Society of America, past president Casualty Actuarial Society, and professor of insurance University of California.

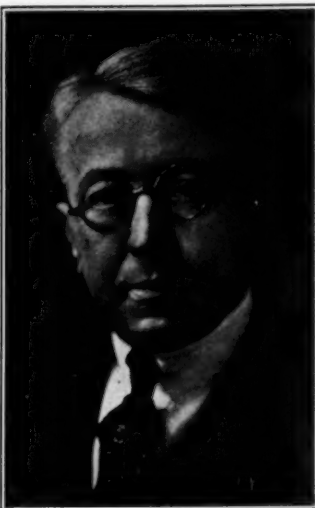
Mr. Mowbray has undertaken to present the underlying principles and conditions which govern practices in all branches of insurance. The policy forms in each of the major branches are reviewed according to a common scheme of analysis which brings out both their similarities and the cause of their differences.

The plan of the book has been tried out in lectures over a period of three years with success. It is divided into six principal sections: risk, the insurance contract, types of insurance carriers, the problems of the insurance carrier, state supervision of private insurance, and insurance in state policy.

Mr. Mowbray's volume may be obtained through THE NATIONAL UNDERWRITER. The price is \$4.

Every life underwriter should subscribe for a personal copy of The National Underwriter.

Twenty-One Years



WALTER T. SHEPARD

With the beginning of summer, 1930, Walter T. Shepard, vice-president in charge of agencies for the Lincoln National Life, passed his twenty-first anniversary in years of service to his company. When he went to the Lincoln National the company was but beginning its career. He left a high salaried position with a strong eastern company to go to Fort Wayne to take the post of manager of agencies with an organization that had at the time but \$3,000,000 of insurance in force, and but three men on its field force. Now, with 21 years of effort and work behind him, Mr. Shepard finds himself the head of an agency force of more than 2,500 men, working for a company with more than \$854,000,000 of insurance in force.

Mr. Shepard has been active in outside insurance circles. He was recently elected executive board member of the Life Agency Officers Association. He is past member of the executive board, present member of the advisory board, and one of the founders of the Life Insurance Sales Research Bureau. During this month, Mr. Shepard is acting as host to approximately 200 leading Lincoln National field men and their wives at the company's silver anniversary convention at Quebec.

Fraternal Changes Name

CRAWFORDSVILLE, IND., July 3.—The name of the Supreme Tribe of Ben-Hur, fraternal of this city, was changed to Ben Hur Life Association at its convention. Officers re-elected were John C. Snyder, president; Edwin M. Mason, secretary; William W. Goltz, treasurer, and Dr. Jesse F. Davidson, medical director. The officers, together with William H. Owens, Crawfordsville; William L. Denman, Greencastle, Ind., and E. R. Bryson, Covington, Ky., form the board of directors. The Ben Hur Life now has 60,000 members of whom about 10,000 are juniors.

Trotter Dallas General Agent

Following 32 years service with the Briggs-Weaver Company at Dallas, starting in as a bookkeeper and retiring after serving several years as vice-president and general manager, W. D. Trotter has been appointed general agent of the Central States Life of St. Louis, with offices in the Dallas National bank building.

J. J. Wortham, superintendent of agencies for Texas, also has headquarters in Dallas.

Mr. Trotter is a past president of the Rotary club, a former member of the board of education, and served for eight consecutive years as a director of the chamber of commerce. He is at present a director of the Better Business Bureau.

Aetna Life Announces Two New Accident Contracts

LIBERAL BENEFITS CARRIED

Provision Made for Paying Actual Medical Costs in "Ideal" and "Model" Forms

Two new accident policies with liberal features have been brought out by the Aetna Life, featuring the special accident campaign which started in April and will continue through July. These are the "ideal" and "model" forms.

Both cover all ordinary accidents including use of automobiles, occupational hazard, golfing, hunting and kindred sports, and special accidents as well, such as public conveyance, passenger elevator, burning buildings, explosion of steam boiler, lightning, hurricane or tornado. The minimum principal sum under the "ideal" form is \$5,000 for loss of life in ordinary accidents, and \$25 weekly indemnity for total disability for an unlimited period, doubling to \$10,000 and \$50 for special accidents. Weekly indemnity of \$10 and \$20 is paid for partial disability for 26 weeks.

Pays Actual Medical Cost

The range of elective indemnities is \$25 to \$650 for fractures, dislocations, etc., in lieu of weekly indemnity if desired. The policy also pays as a regular feature the actual expense of medical treatment, hospital charges and nurses' fees up to \$500 in addition to all other indemnity. For an extra premium this may be increased by endorsement.

The "model" policy has no principal sum but pays specific benefit on loss of both hands or both feet, etc., equal to the "ideal" policy, or \$5,000, with \$25 weekly indemnity, doubling for special accident. The elective indemnities are the same as for the "ideal" and so is the regular provision for actual expenses of medical or surgical treatment.

Rates for Two Forms

Rates for the "ideal" are: Ages 18 to 54—A, \$30; B, \$36; C, \$43; D, \$52.50; ages 55 to 59—A, \$30; B, \$36; C, \$43; D, \$65; ages 60 to 64—A, \$37; B, \$45.50; C, \$53; D, \$65. Rates on the "model" form are: Ages 18 to 64—A, \$25; B, \$30; C, \$36; D, \$45. These rates are those quoted for the unit of \$5,000 principal sum or specific benefit and \$25 weekly indemnity. Both policies are issued only to men whose occupations classify as A, B, C or D.

The actual medical expense endorsement can be issued up to 100 percent additional at additional costs per \$100 under the four classifications: A, \$1; B, \$1.20; C, \$1.60; D, \$2. Not more than one "ideal" or "model" policy will be issued to an individual.

Snyder Girl Gets No Insurance

Lorraine Snyder, daughter of Alfred Snyder, who was murdered by his wife, Ruth Snyder, and Judd Gray three years ago, is not entitled to the \$50,000 insurance on the life of her father. The appellate division in New York has affirmed the decision of the supreme court that Mrs. Snyder had insured her husband in the Prudential with the idea of murdering him later and consequently the contracts are void.

Illinois Sales Increase

Life insurance sales in Illinois continue to run considerably ahead of 1929 according to a report from the insurance department of the Illinois Chamber of Commerce listing May, 1930, sales at \$76,727,000 as compared to \$75,571,000 for the same month a year ago. Forty-two percent of the Illinois companies reported gains for the month. Total volume of sales for the first five months is listed at \$373,685,000, over \$14,000,000 greater than for the corresponding period in 1929.

Clay Hamlin Gives Engrossing Story of Sales Methods

The name Clay Hamlin is a magic one in life insurance, for probably no other man has so captivated the imagination with his spectacular rise from a failure to perhaps the greatest living individual producer and finally to the general agency of the Mutual Benefit at Buffalo. Mr. Hamlin's unique sales methods come from a wonderfully keen and analytical mind.

The Diamond Life Bulletins for June and July carry the complete and authorized story of the Hamlin selling system, together with such explanation as will enable anyone to apply to his own work these principles and methods. Partial and fragmentary excerpts previously have been published in the Diamond Life Bulletins, the Insurance Salesman, THE NATIONAL UNDERWRITER and elsewhere.

Complete Philosophy Given

Now, for the first time is available the complete philosophy of selling life insurance which Mr. Hamlin has developed. The first half of Mr. Hamlin's story appeared in the Diamond Life Bulletins for June, the second part will be published about July 20.

Mr. Hamlin manifests his greatness by a quiet, modest manner. His contributions are aptly phrased and thought-provoking. His whole selling system constitutes a story that is told and retold wherever life insurance men gather.

Of special interest to life insurance solicitors who analyze or audit policies for clients or prospective clients is the treatment of that subject started in the Diamond Life Bulletins for June and continuing in July. The methods of a million dollar producer who specializes in this work, are given in full. This includes:

Steps in Analysis Method

1. Sales talk at preliminary interview to secure data and life insurance policies; 2, method of analysis, and audit form used; 3, recommendation sheet; 4, canvass when presenting recommendations and writing required additional insurance; 5, final audit form delivered to client, listing his insurance.

Underwriters frequently shy away from this method of selling because of the clerical work involved, the opening of competition when changing beneficiaries or arranging settlement options and fear of having their recommendations criticized.

Handled as suggested, this selling method eliminates those troubles and offers an almost automatic system for building up a clientele. The four-page analysis form is a real contribution in simplifying clerical work and in furnishing to the policyholder a quickly grasped picture of his holdings.

Defers New York Appointment

Governor Roosevelt of New York will not name the new insurance superintendent in his state to succeed Albert Conway until he returns from Salt Lake City. Mr. Conway has retired to become county judge of Kings county. F. F. Ward, second deputy superintendent, is acting superintendent until the appointment is made.

Graham and Gold to Speak

The Insurance Advertising Conference announces two prominent insurance officials as speakers at the annual meeting at Milwaukee Sept. 28-Oct. 1. They are William J. Graham, first vice president of the Equitable Life of New York, and Charles W. Gold, vice-president of the Jefferson Standard Life and president of the American Life Convention.

Read THE NATIONAL UNDERWRITER regularly. Subscribe for a personal copy.

Ireland Gives Lapse Figures

State Mutual Vice-President Surveys Evils of "Illegitimate Terminations"

ANALYZES EXPERIENCE

Loss to Policyholder, Company and Agent Emphasized in Address at Field Convention

Concrete facts on the effect which the stock crash had on life insurance, particularly through policy loans, were given by Stephen Ireland, vice-president and superintendent of agents of the State Mutual of Worcester at the joint convention of the General Agents Association and the Agency Club.

Mr. Ireland said lapsed business of his company last year for which less than two annual premiums had been paid amounted to \$9,585,572. Since the company's average policy is \$3,606, there were 2,658 policyholders and a large number of beneficiaries directly affected. This business represents approximately \$300,000 annual premiums and a loss in renewal commissions on the 5 percent basis for nine years of approximately \$100,000.

Figures on Experience

The company's business in force two or more years which was reduced to paid-up or extended insurance amounted to \$9,363,237, thus affecting 2,596 policyholders. Expirations, including term business not converted and expiring term options, amounted to \$3,958,753, representing 1,098 policyholders. Surrenders amounted to \$9,381,149, covering 2,602 policyholders. He sums up the result with a grand total of \$32,288,716 lost business, which, he says, may properly be designated as "illegitimate terminations." The number of policyholders affected was 8,954.

Lapse rate on issues between ages 14 and 20 was unusually low, 1.44 percent, due, he says, probably to the fact that parents paid most of the premiums. Between the ages 21-30 the rate is highest of all, between 10 and 11 percent; ages 31-35, it is 7.57 percent, and ages 46-50, 2.64 percent. The average for all ages is 6.79 percent.

Lower in Large Agencies

"Our lapse analysis discloses that, generally speaking, the larger the agency the lower the lapse ratio," Mr. Ireland says. "The group of agencies each having \$5,000,000 or less in force have a lapse rate of 8.65 percent; those having in force between \$5,000,000 and \$10,000,000, a rate of 8.39 percent, between \$10,000,000 and \$15,000,000, 7.76 percent, and over \$20,000,000 in force, 5.50 percent."

"In 1929 there was surrendered \$9,381,149 of insurance. We paid \$2,634,000 as cash values. Sixty-four percent of these surrender values was on policies on which there were company loans. The natural and logical inference is that company loans weaken the structure of life insurance, impair its usefulness, destroy its permanency and constitute a serious menace which should be constantly watched."

Emphasizes Need of Moment

"I cannot place too much emphasis on the importance of keeping new policy loans to the minimum and advising the repayment of those now outstanding—a campaign for regular payments to reduce policy loans should be conducted in every agency."

(CONTINUED ON PAGE 22)

New President



JOHN W. YATES, Detroit

John W. Yates, general agent of the Massachusetts Mutual Life at Detroit, who has been elected president of the agents' association his company, is one of the leading men of his organization. He is frequently called before insurance gatherings because of the remarkable talks he gives. His agency so far shows an increase of 32 percent in business over the similar period of last year.

Paternalism Wrong Way to Solve Economic Problems

PORTLAND, ORE., July 3.—The principle of paternalism as an easy method of solving economic problems was decried by E. D. Duffield, president of the Prudential, in an address here before the Life Underwriters Association of Oregon. "We as a people have been too prone to saddle upon the state problems that after all should be worked out by ourselves; they are matters of individual responsibility," he said. "Our government was not formed to create and operate business but to guard and protect the interests of the people."

Speaking informally after the meeting, Mr. Duffield stated that in his opinion the zero hour of the business depression has just about been reached, but he does not look for speedy improvement. "We have been suffering from the effects of a protracted spree of speculation," he said. "We are pretty sober now. As a matter of fact, the present situation is pretty largely the result of psychology. Confidence has been shaken more than was justified, and when the people begin to realize this I believe an upturn in business will follow. The people who tried to get rich over night through speculation have learned their lesson. Never has the fact been so well demonstrated that wealth and good times are based on labor."

Mr. Duffield and company officials were introduced by Horace J. Merkle, ordinary manager in Portland. The party included Vice-presidents Franklin D'Olier, George W. Munsick and John P. Mackin, B. H. Harris, assistant secretary, and Arthur M. Messner, Pacific Coast manager. Wilfrid P. Jones, president of the association, presided. Sixty-two new members were added, the total now being 258.

Rock Takes Home Office Post

Leo Rock, formerly of the Cleveland office, which has now been divided into three branches, will take up his duties as assistant to the president at the home office of the Mutual Life Insurance of Baltimore July 15.

Importance of Aviation Hazard Shown in Survey

NEW YORK, July 3.—Information of importance to life underwriters studying the extent to which aviation is becoming a common hazard of the ordinary life risk is contained in the report issued by the Aero Engineering & Advisory Service, the analytical organization of the Barber & Baldwin unit of aviation underwriters here. This office has had technicians and experts at work on this survey for six months and, in addition to many interviews and analyses made personally, over 5,000 mailed questionnaires were sent to key men in the country to secure a true picture of the use of the plane in modern business activities.

One thing clearly brought out in the report is that, whatever the present use, the future will see a much greater use, with greater emphasis on individual ownership of planes by those in whom interest has been aroused through business use. This is to be the direction of aircraft advertising and sales efforts in the future and, as this report suggests, the advertising will probably be intensified and centralized, to offset some of the lost effort of past years. A nation-wide campaign of education to aviation will probably be seen and this will mean a great boom in the use of aircraft.

Now Used by Fourth

Perhaps even greater importance than had been anticipated can now be attached to the aircraft hazard, for the survey indicates that well over 25 percent of business men countrywide have used and now use the airplane for business and the greatest deterrent factor has been cost, not safety, so that increased production and decreased costs will doubtless see much wider use. In this survey, managing editors of 1,130 newspapers, presidents of 86 railroad systems and sales managers and executives of over 3,100 selected industrial companies of \$500,000 or more capitalization were consulted and, briefly, the findings were as follows:

"Of the newspaper responses, 27 per-

cent disclosed that they had already used airplanes, in the majority of cases for covering special events and obtaining news photos.

"Of the industrial responses, the proportion was 27.5 percent, mostly for the transportation of executives and salesmen. This use far exceeded others, being double that of contacting branch offices and three and one-half times publicity.

Cost Is Chief Deterrent

"About one-fifth of the respondents stated that they would purchase planes if proved economy in their business could be shown. An additional number were favorably disposed. Cost outran safety 5 to 3 as a deterrent to use.

"In 10 percent of the cases flying was refrained from because of disapproval by boards of directors and 20 percent as a result of family objections.

"As a result of the survey, oil companies, the automotive industry, machinery manufacturing companies and newspapers were considered the best prospective users."

Barber & Baldwin, who made this survey, were the first to underwrite the life aviation hazard, as well as other aviation coverages, being aviation underwriters for the United States Life, pioneers in this field.

Greenwich Securities in an Ambitious Project

On the stationery of the Mid-Continent Life of Springfield, Ill., communications soliciting purchase of interim receipts in the Greenwich United Securities, Inc., are being sent out. These receipts are declared to entitle the holder to participation on an equal basis with other stockholders of the securities company.

The letters, signed by J. F. William Renker, chairman Greenwich Colony Clubs, declares that the Greenwich United Securities has made a contract to secure control of one of the "big life insurance companies of Missouri, which has over \$18,000,000 of insurance on its books, admitted assets of approximately \$1,000,000, which owns a 14-story office building in the financial section of St. Louis."

The letter also states that the securities company has arranged to secure control of a "smaller mutual life insurance company of Illinois, organized less than a year ago with already \$1,000,000 worth of business on its books. We intend to incorporate this company into another big insurance company. When these plans are completed and control of these two companies acquired, we can look forward to undertaking similar progressive steps in other states."

Pay for \$1,030,000 in Chicago

The Franklin Life office at Chicago under Manager F. J. Budinger has paid for \$1,030,000 in the first half year, the best mark it has attained since the office opened.

Confirms Interpretation of Illinois Department

The Illinois department has always interpreted the law regarding capital stock of outside companies to the effect that the capital must be fully paid up before a company can be licensed in the state. This is the law applying to domestic companies and the department has construed it as relating to foreign companies. The attorney general has confirmed this ruling of the department in an opinion as of June 26.

Want Employers to Pay Insurance Premiums

The International Brotherhood of Electrical Workers is endeavoring to force East St. Louis electrical contractors to pay the life and annuity insurance premiums on all union electricians employed on their jobs on and after July 15.

The proposed new agreement provides that the insurance is to be paid to the Electrical Protective Association. It would provide \$40 a month for disability from injuries suffered while employed on a job; a pension of \$75 a month beginning at age 65 years, sick benefits of \$30 a month and a \$4,000 death benefit, natural or accidental. The agreement would run for two years and the insurance benefit would be equivalent to raising journeymen's wages from \$13.20 to \$15 or \$16 a day.

Mutual Benefit Official Explains Company's Stand

JUSTIFIES DISABILITY CLAUSE

Vice-President Rhodes Calls It Only
One Covering Earned Income,
Not Lost Time

The history of the Mutual Benefit's entrance into the disability field with its unusual clause was recounted by Vice-president Edward E. Rhodes at the company's convention in Newark. He pointed out that since disability has been taken up by life companies it has been actually based on protecting against lost time, although it is always referred to as protection of earnings.

The staff of the Mutual Benefit for a long time has been of the opinion that disability cover should protect against loss of earned income, Mr. Rhodes says. He says most companies protected against loss of time, and not necessarily business time, the benefits being of indefinite duration. In addition, he says, disability insurance has been freely granted to those not in receipt of any earned income, such as retired business men or married women.

Loss Sight of Objective

"In all the history of insurance, it would be impossible, I think, to find another instance where the objects of insurance have been as completely lost sight of as has been the case with disability insurance," he says. "We have been accused of being presumptuous in adopting a form of disability insurance differing from that of every other company. Our experience and lack of practical knowledge have been mentioned. But it will not be forgotten that Mr. Thompson who came with us in 1926 had been connected prior thereto with one of the largest companies in the country issuing disability insurance.

"Moreover, it seems fair to remark that those of us who have been connected with the Mutual Benefit for a longer time have been close students and observers of the business as it was conducted by other companies and that those sitting on the side line and watching the progress of the game more readily detect the errors of the participants than the participants themselves.

No Thought of Competition

"When we prepared our disability policies we had no thought of making them competitive contracts. Our sole purpose was to issue disability insurance upon a sound basis and fair terms. We were, therefore, greatly surprised when a prominent health and accident underwriter in referring to our policy spoke of it as the greatest competitive policy he had seen.

"The so-called 'pro rate' clause, which is not strictly speaking a pro rate clause at all, is an innovation in disability contracts. When it is remembered that the contract is one of indemnity and that the thing indemnified is the loss of earned income, there cannot be two opinions regarding the propriety of a provision which adjusts the benefit to be paid in proportion to the loss incurred.

"No other company provides for the payment of cash surrender values. No other company definitely provides for disability upon a participating basis. I think I can say truthfully that no policy plan which the Mutual Benefit has ever adopted was under consideration for a longer time or given more careful thought."

Pacific Mutual Life Gains

New paid-for life insurance written by the Pacific Mutual Life to June 26 this year totaled \$39,693,360, as compared with \$37,358,497 for the same period of last year. For the same period new insurance applied for aggregated \$37,406,698, against \$49,424,516 last year.

Boost Candidacy



EDWARD J. McCORMACK

MEMPHIS, July 3.—Col. Edward J. McCormack has been endorsed by the Memphis Association of Life Underwriters as a nominee for first vice-president of the National association at the Toronto convention. A sponsoring committee composed of Harry G. Allen, chairman; Henry Lake and Thomas B. Hooker was named to further Colonel McCormack's candidacy.

Colonel McCormack, who is Memphis general agent of the Minnesota Mutual Life, was general chairman of the memorable Memphis convention in 1928. He declined the nomination for a National association vice-presidency that year, but was elected fourth vice-president the year following at Detroit, and at Washington last year was made second vice-president. He is a vigorous, enthusiastic association official and his work with southern associations is rapidly bringing them to the front as powerful units of the National association. He has been the executive committeeman of the Memphis association for the past six years and is a prominent figure at all conventions.

Move Up Dedication Date

The Continental Life of St. Louis has moved up the dates for the dedication of its new home office building to July 21-23. Complete details for the dedication will be announced soon. The advance in dates is due to the fact that the contractors will complete their work earlier than anticipated.

Features of Illinois Assessment Law

Question.—We have in Illinois two different classes of assessment life companies. As I understand it there is the 1893 assessment act under which some companies operate and the 1927 law. Can you tell us the difference?

Answer.—This question was submitted to the Illinois insurance department and the following explanation is given as to the difference between the assessment laws in Illinois:

"The 1893 act placed few restrictions upon the scope of operation of assessment associations. The standard prescribed by such act did not require a very strong condition of the association and such associations were not required to maintain tabular reserves on outstanding policies on any recognized valuation basis. The effect then was that such associations could issue what purported to be whole life level premium contracts whereas the statute required no accumulation of reserves in order to assure the policyholders a continuance of the stipulated rate of pre-

Big Agency Carries Entire Staff on Association Roll

CONSTITUTES LARGE PORTION

E. A. Woods Office Lists More Than
200 Members Out of 900 in
Pittsburgh

One very good reason for the unusual growth and large size of the Pittsburgh Life Underwriters Association is the fact that all members of the Edward A. Woods agency of the Equitable Life of New York there belong to the association. In fact the agency constitutes about 22 percent of the association's membership, with more than 200 out of the 900-odd members, Homer L. Andrews, executive secretary, reports.

This is properly so, for Edward A. Woods in his life was a dominating figure in association activities and had a great deal to do with the record growth of the Pittsburgh association, as well as the National Association of Life Underwriters.

W. M. Duff Carries On

Mr. Woods was a firm believer in the association idea. The Woods agency under the leadership of its president, William M. Duff, has gone on record as considering the group movement in life insurance a necessary part of their organization. Both during the life of Mr. Woods and under his successor, Mr. Duff, this great agency has always carefully considered the value of movements which have a forwarding purpose for life insurance. Many Pittsburgh agencies have every member of their force in the association. It is unique, however, that an agency so large as the Edward A. Woods Company should consider association membership necessary.

Emphasizes Increased Service

The Pittsburgh association has directed its efforts during the last year toward building and stabilizing an organization worthy of life insurance in Pittsburgh. Efforts are being directed now in developing the association along lines that will bring increased service to field men and increased contacts with the public.

The Pittsburgh association has been unusually successful in organizing branch units in outlying territories, which are serviced through the Pittsburgh headquarters. The machinery which life insurance has built up in Pittsburgh has made it possible to keep the work of the branches organized and active.

North Carolina Insurance Day Plans Are Announced

TO BE HELD AT GREENSBORO

Sept. 24-25 Selected as Dates—Committees Now Working Out Details of Observance

The Insurance Federation of North Carolina, in cooperation with other insurance organizations, is preparing plans for North Carolina's first insurance day to be held at Greensboro Sept. 24-25. It is expected that this will be one of the most widely attended insurance meetings ever held in the state.

At an initial meeting of the federation committee, President W. B. Merrimon appointed Bart Leiper, advertising manager of the Pilot Life; Alvin T. Haley of the North Carolina general agency of the Massachusetts Mutual and Price R. Cross, director of agencies of the Occidental, a committee to prepare and design the initial publicity. Mr. Leiper is chairman of the committee.

Plan State-Wide Sales Congress

W. H. Andrews, manager of the home office agency of the Jefferson Standard at Greensboro, has been appointed chairman of the life insurance committee and will be in charge of that phase of the program. A state-wide sales congress is being considered in connection with the insurance day program. Details will be announced soon. Mr. Andrews is president of the Greensboro Association of Life Underwriters and is unusually well qualified to undertake this important work. Other committees will be named soon. A full-time insurance day headquarters will be set up Sept. 1 at Greensboro and present prospects indicate that the first North Carolina insurance day will be a memorable event.

The federation represents every insurance interest, insureds, insurers and field representatives of all kinds.

Mutual Trust in Conservation Drive

July and August have been designated as dual campaign months for the Mutual Trust Life of Chicago, which is distributing a large number of calendars to agents in the period and also carrying on an elaborate conservation drive which has been planned by President E. A. Olson. Agents have been supplied with a special manual on reinstating lapsed policies which gives examples of standard technique to be used, and they also have been given special cards for obtaining information and reasons for lapse.

Life Companies Survey Loan Situation in Iowa

A survey of the farm loan situation in several representative counties of Iowa is being conducted by a group of life companies. A staff has been sent to Iowa to investigate farm values based on land sales in 1920, 1921, 1925, 1928 and 1929. County records are being inspected and complete data are being prepared from all conveyances and mortgages for these years, including reports on all foreclosures from 1920 to 1929, inclusive.

Although the farm loan situation since 1921 has been none too good, it already has been found out that Iowa life companies own only one-half of 1 percent of the total of Iowa land valuation under foreclosure, while the mortgage loans of insurance companies in the state total more than 10 percent.

New Rates Out, Hard Job Ahead

New Avenue of Approach Needed
as Disability Argument Is
Eliminated

JUNE REWARDED ENERGY

Prospects Were Combed During First
Six Months With July 1 Dead-
line in Mind

June ended in a blaze of glory for almost all life companies because the new disability clause and rates went into effect July 1 officially, the time having been agreed upon between the companies and the National Convention of Insurance Commissioners. Owing to the fact that the commissioners had brought about some standard provisions, the companies as a rule adopted them and at the same time revised their disability rates.

Most of the rates show an increase. Some are advanced quite sharply. About the first of the year some companies therefore, feeling the business depression, started a campaign among their agents for new business on the ground that after a short period disability insurance would cost more. Some companies established a date earlier than July, got their field force well worked up and then extended the time. Other companies adopted as their objective July 1 and put on a general pressure during the entire six months.

June Rewarded Fighters

June came through with a big business for companies that concentrated their energy largely on that month and had everybody out on the firing line. The agents found that the selling argument was good. Probably the value of the disability clause was stressed more than it would have been under ordinary circumstances, but inasmuch as business was in the doldrums agents took advantage of the July 1 turning point and directed their artillery on every available prospect, endeavoring to round him up before the new clause went into effect. Considerable business will be carried over in July that was written the latter part of June.

Agency officials are now wondering what the effect of the disability campaign will be on new business for the rest of the summer. They look for a slowing up during July, as so many agents mustered every available prospect. Officials are going over the ground thoroughly to plan for the next six months and to create new avenues of approach. Business conditions as a whole are below normal. The employment situation is more acute and there is not the punch in commercial activities that was present a year ago at this time. Therefore, it will be up to home offices and general agencies to outline production campaigns that will have an effect.

Lapses Are Heavy

In spite of the hard work that is being done to conserve business, the lapses are heavy. This is largely due to the stock market situation, so many people having been caught last fall. Even after the break thousands got back into the market hoping to recoup their shattered fortune. Banks have called the loans, sacrifices have been made, many people have been unable to maintain their standard of living and have been compelled to readjust their budgets. Life insurance companies still say that the applications for loans are heavy. A great majority do not pay back the loans. A loan, therefore, presages a lapse. Com-

Joins Sentinel



BEN S. BEECHER

Ben S. Beecher, vice-president of the National Guardian Life of Madison, Wis., who has become first vice-president of the Sentinel Life of Kansas City, was formerly actuary in the Wisconsin insurance department. Although a trained actuary, Mr. Beecher developed into a sales manager. He is a man of superior ability.

Proram Is Issued for Conference of Canadians

TORONTO, July 3.—The program for the annual conference of the Association of Superintendents of Insurance of the Provinces of Canada, to be held in Edmonton, Aug. 25-27, has been issued. The first day will be devoted to addresses of welcome, reply by B. A. Dugal, Quebec; president's address, H. G. Garrett, British Columbia; annual report of secretary R. Leighton Foster, Ontario; introduction of resolutions, and presenting reports of committees.

Of especial interest will be the report of the special committee on statutory conditions in life contracts, composed of Messrs. Garrett and Fisher (British Columbia and Saskatchewan), appointed at the 1929 conference:

Latitude of Report

"To study the provisions relating to disability insurance which the National Convention of Insurance Commissioners decided at their meeting in Toronto should be put into effect and to prepare for the next conference a draft of such provisions as may appear suitable for adoption by this association.

"To ascertain what power exists under the insurance acts in force to promulgate any such provision as is mentioned above by way of regulation, and if necessary to draft a section conferring such power."

In connection with the proposed uniform act for licensing of life insurance agents, further consideration of the draft bill embodied in a report to the 1929 conference and further report therein will be presented by Messrs. Brace and Foster (Alberta and Ontario).

panies are using herculean efforts to save larger policies and are putting on special conservation campaigns.

Where general agents and even soliciting agents are able to do so they are financing their assureds, carrying them along where they feel there is no doubt as to the ultimate payment of the obligation. This has tied up considerable capital and here and there is beginning to pinch those that find increasing demands of this kind.



AN ARCHITECTURAL LANDMARK OF DIGNITY AND BEAUTY, this building is primarily an ideal workshop. Its 3,800 employees enjoy the maximum of good air, sunlight and quiet possible in the intense life of Manhattan, as well as 20th Century utilities and convenience that multiply human efficiency in the day's work.

NEW YORK LIFE INSURANCE COMPANY

MADISON SQUARE, NEW YORK, N. Y.

DARWIN P. KINGSLEY President

Five Elements Are Presented

G. Franklin Ream Studies Background of Current Conditions in Life

MUTUAL BENEFIT RALLY

A. P. Steller of Detroit Points Out the Advantage of Seeking the Average Sized Policy

NEWARK, N. J., July 2.—G. Franklin Ream of the Cincinnati agency of the Mutual Benefit Life in speaking at its agency convention here last week, said that in looking at the background of current conditions and movements there are at least five conspicuous elements which ought not to be overlooked. The first is that the business structure of the present economic life is no stagnant thing which can be measured, valued and reckoned with once for all. The second element is the fact that the scale of living in these present times is like a rising tide. There is a ceaseless demand for greater and greater income. The third element, Mr. Ream declared, is the fact that modern industry and business are beset by many wastes and multiplied hazards. Some are material and some are financial. These hazards deal destruction when they fall. The man who thinks wants to safeguard his program against the unseen storm.

The fourth element is the world-wide

tragedy ever being enacted between time and genius. Men who have the genius to become great captains of fortune, to accomplish great ends, to establish great enterprises, fall in the tracks of their useful possibility because of lack of time. There is universal need for some liberator from the ravages of time.

The fifth element is found in the nature of modern men. The typical man of the present is of strong and insistent ambition. The complicated structure of business, the rising scale and cost of living, the hazards that beset his fortune on every side, have all conspired to make him tremendously determined that he is going to get more of the good things out of life.

Function of Life Insurance

The speaker called attention to the fact that people desire to find a path secure, and certain for the fulfillment of one's dreams. Mr. Ream said that life insurance steps into solve many problems. One of man's foes is old age. Another is poverty. Death is the last great foe against which life insurance fights. He characterized life insurance as a builder. It is a movement in conservation. It is a guardian. It is a partner in human advancement.

Certainty Is Offered

He said, "It is this business of life insurance that meets the background condition of a rising scale of living and offers the only answer to the man who is wrestling with the problem of harmonizing current necessities, future needs and current luxuries. It is this life insurance that conquers the background condition of hazards to business and human life and permits a man to walk in steadiness and poise without fear of the future. It is the answer to the modern voice of insistent ambition and offers him certainty in the attainment of all his future hopes."

Mr. Ream said that there is a tremendous impatience today on part of the public with the life insurance represen-

tative who does not know his business. There is a wealth of material challenging the mastery of the agent. Native genius no matter how great and versatile is not sufficient to make a man win against the odds that are against him. He advocated the use of a work program saying that it should furnish answers to these questions: "Whom do I propose to see? What ideas do I propose to present? What time schedule do I propose to follow? What records of effort and result do I propose to keep?"

Seeking Average Size Policies

Albert P. Steller of Detroit in talking on the subject, "Opportunities in Business of Average Size," said that he analyzed the Mutual Benefit business in a representative month and found that as a whole 63 percent was on policies less than \$25,000 and accounted for 94 percent in lives. He said the figures proved conclusively that a big average case is not what a company issues. The average agent, he said, therefore, should not set out to accomplish something that apparently is only accomplished by but few. Two-thirds of the Mutual Benefit's business is under \$25,000 policies. Instead of neglecting that class he urged agents to cultivate it. Many policyholders who bought a \$2,500 policy five years ago can now buy a \$25,000 policy. He said that he would rather write 10 \$10,000 cases than one \$100,000 case. An agent runs the initial risk of less declinations in volume assuming he has 10 applications to one.

Selling Becomes Automatic

He declared that if the average agent will properly plan his work and his time, spreading volume over numbers of lives, selling each case with the thought left in the insured's mind that the particular policy is just a step toward an ultimate goal providing he has gained the insured's confidence, and has taken good care of him, the writing of additional insurance from each case is

almost automatic. It builds for the agent a clientele that is his own property and one of his greatest assets. He said that for the salesman who is going to be selling insurance for some time to come the type of clientele built of many clients rather than the clientele of comparatively few clients having large policies exclusively will be far more satisfactory providing customers are properly taken care of and cultivated through systematic service.

Importance of Age Change

He said that age change time is the psychological time to see customers. He finds that beside the selling advantage that is thus given it is a fine thing for the agent to really know that he has something important to get across. It gives added confidence. It is most likely reflected in the agent's manner and his sales talk. Anything that will make the salesman eager to see a certain prospect is an incentive to work. Work is easy if organized by knowing where to go and having in mind what an agent should say.

Dr. Charles T. Hawes, general agent of the Mutual Benefit Life at Bangor, Me., in his address before the agency convention declared that too much time can be devoted to any business as such, resulting in impoverishing life. He does not, however, believe in loafing. He said that he believes that any agent devoting as a rule more than eight hours a day for five full days each week to the work of a company is giving more time to that work than he can afford to give. He should devote as much as six hours a day, in his opinion.

West Coast Shows Gain

The West Coast Life has recorded an increase of 18 percent in business for the first half of 1930. President Victor Ettiene, Jr., who has just completed a business survey trip of the Pacific Coast, says that talks of business depression, in his opinion, are greatly exaggerated.

**ESTATE
INHERITANCE
PROTECTION**



Thrift's Passing Is Opportunity

Public Change from "Penny Pinching" Opens Way to Life Insurance

STOCK EXPERIMENT FAILS

General Agent Otto of Mutual Benefit Gives Fine Analysis of Present Conditions

NEWARK, N. J., July 2.—Life insurance selling is not so simple as distributing a product complete and useful of itself, C. Carroll Otto, St. Louis general agent of the Mutual Benefit, declared at the company's convention here. Its use and value, he said, depends entirely on the prospect's situation, which in itself is controlled by many factors making up the social and economic conditions of the time.

Mr. Otto's subject was, "New Opportunities in Changing Economic Conditions." He made the point that selling is never static, but rather is dynamic—an organizing process which is never complete. Mr. Otto said in part:

Are Dealing with Variables

"These social and economic orders are in a constant state of evolution, so throughout the entire process of selling we deal in variables rather than constants, in calculus rather than arithmetic. Two and two do not always make four in the situations of human beings.

"The adoption of the dynamic and experimental attitude toward the selling process prevents the common error of inserting between oneself and his prospect, a pseudo prospect whose imagined situation may be at complete variance with reality. It builds a creative intelligence that may lead to very large achievements as contrasted with a mechanical intelligence which circumscribes, within definite limits, the achievements possible.

Obligation of Agent

"Since success is so largely determined by the ability to adapt life insurance to needs that exist or will exist it is the salesman's problem to take into account in his selling process those social and economic trends that give his business its significance, and point to its apparent future.

"No selling procedure can ignore social and economic trends and no time has ever brought so many trends that may be taken into profitable account.

Changed Production Methods

"Not long ago manufacturing followed the needs of the population. Now production goes on at a speed that always precedes needs and constantly calls for the development of new ones. Within the time of all of us here, particularly in the last ten years, rapidly progressing social and economic changes have upset the habits and the living routine of most of our population.

"A cashless week finds almost anyone in sad straits, for labor today rarely brings consumable goods and cash is the only means of barter. The whole accent of our economy is on gold. There are more suicides caused by financial worry than are caused by broken hearts.

"Since the family maintenance must be provided in cash, the death of an earner becomes financially more serious each year.

"Benjamin Franklin in the eighteenth century taught that a penny saved is a penny earned, but most of the financial authorities in recent years have said that

Arkansas Decision Holds Insurance Subject to Claim

LITTLE ROCK, ARK., July 3.—Judge John E. Martineau of United States district court has decided an important case in accordance with an almost forgotten statute enacted in 1873, which it is said has never been construed by a higher court. This law provides that in case of an insolvent estate, all insurance shall be applied on claims of creditors except such an amount as could be bought for a premium not exceeding \$300 a year.

The decision favors claims of more than \$200,000 sued for by Lynn H. Dinkins of New Orleans, the Interstate Trust and Banking Company of New Orleans, and W. H. Tunncliffe, receiver for the First American Bank & Trust Company of West Palm Beach, Fla., against Mrs. Hilda Cornish, beneficiary under life policies carried by her husband, the late Edward Cornish, prominent banker and capitalist of Little Rock. Under Judge Martineau's ruling only \$10,000 insurance would be exempt from claims.

to have prosperity maintained in the new order, not saving but use must govern our ideas with respect to our resources.

Saving Method Abandoned

"Another fundamental factor has been at work to make thrift of the old variety appear hopeless. Plain saving of recent years has by no means brought the peace of mind that is its objective. Due to a steadily increasing cost of living which came from the increase in number of things desired, savings from a modest income appear to amount to nothing. When one saves a thousand dollars and contemplates the \$50 a year it will bring in income and then thinks how many fifties are required for peace of mind, he begins to wonder if the gain is worth the strain, and as a result the extent to which the hope or even the thought of saving has gone from the minds of even the moderately well-to-do is amazing.

"Of very recent years stocks have been the ever-present help in time of need. The attainment of affluence through such means certainly does not tend to impress anyone with the virtue of the homely saving methods. Consequently it was logical that we should see the speculative orgies of the past ten years.

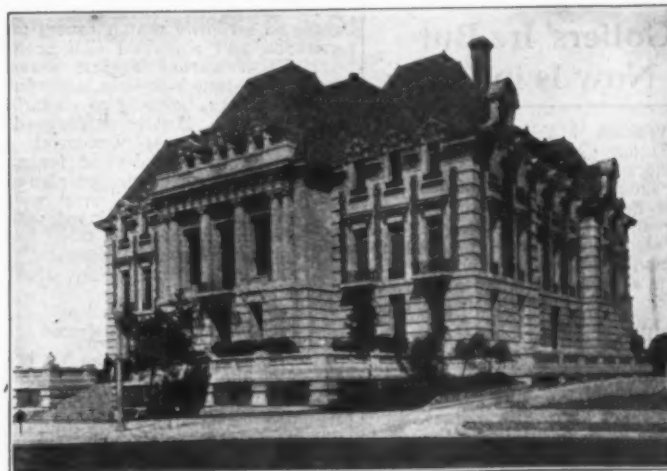
Answer Is Life Insurance

"Where can one turn for relief? Where is it possible to find financial peace of mind? I can see no answer but in the proper purchasing and the proper selling of life insurance. We can't return to the penny-pinching practices of a generation ago and no one cares to do so. On the one hand such a course would have a paralyzing effect on industry and on the other it is far too slow a course to give any sense of personal and family assurance.

"It is my earnest conviction that any given investment in life insurance during coming years will bring far more of the peace of mind we all are seeking than twice the amount employed in any other way."

Northwestern National Sets Record

June marked the sixth consecutive month in which production of the Northwestern National surpassed last year. The June total of \$7,440,584 was a fitting finish to the first half year. This was the best June in the company's history, the best previous June being last year when production was \$6,803,000. Northwestern National new business in the half year shows 14.7 percent increase.



New Home Office Building

ABSTRACTS FROM FINANCIAL STATEMENT FOR YEAR ENDING DECEMBER 31, 1929

Admitted Assets	\$ 13,225,617.98
Total Liabilities	12,145,923.98
Capital (\$400,000), Surplus and Contingency Funds	1,079,694.00

INSURANCE IN FORCE.....\$102,908,006.00



We Offer

- Policies all ages, 1 day to 70 years.
- Both Participating and Non-Participating.
- Non-Medical—Sub-standard.
- Disability, Dismemberment and Surgical Benefits.
- Special Monthly Premium Payment Plan.
- Double Indemnity.
- Children's Policies with Beneficiary Insurance.
- Sales Planning and Circularizing Department.
- Producers' Club.

Available territory in seventeen states West of the Mississippi River and in Illinois and Florida.

WRITE DIRECT TO HOME OFFICE

Central States Life Insurance Company

James A. McVoy, President

HOME OFFICE: SAINT LOUIS

Muhlberg Draws Golfers' Ire But Now Is in Favor

Dr. William Muhlberg, medical director Union Central, now appears to be in the good graces of golfers after having suffered a miserable few days' abuse at the hands of devotees of that game.

The medical director provoked the indignation of golfers when he was quoted in a newspaper story as attributing much of the increase in heart disease to golf.

In a letter to the Cincinnati "Enquirer," Dr. Muhlberg explained that he had over-emphasized the evils of golf during the interview without giving proper credit to its virtues. The dangers of golf, he said, are limited to about 5 percent of all players, the 5 percent being those who "play the game to a point of physical and mental exhaustion." No person over 40, according to Dr. Muhlberg, should engage in golf until after he has undergone a physical examination to ascertain whether he can stand the strain.

Furthermore, Dr. Muhlberg said that

no golfer should play to the point of physical exhaustion even if he enjoys good health, nor should he take the game so seriously that it causes mental irritation and abnormal excitement.

He also warned against exceeding par at the 19th hole—par, according to Mr. Muhlberg, being "two shots."

"Golf," Dr. Muhlberg declared, "is doubtless the most wonderful game that has ever been devised for affording its devotees the proper mental relaxation and proper physical exercise, and when the game is played with the idea of deriving from it these benefits it is undoubtedly most healthful."

With this explanation Dr. Muhlberg is again persona grata.

Thurman Is Transferred

George G. Thurman, who has been in Ohio for the Detroit Life doing supervisory work, is transferred to Michigan with headquarters at the head office in a similar capacity. He has had much experience in training new men, opening new territory and installing new general agencies.

Home Life Convention in Quebec

Quebec has been selected by the Home Life of New York for its 70th anniversary convention the week of July 7. Dr. Charles J. Rockwell will be the

principal speaker, and will discuss sales technique and recent advances in underwriting methods. Awards will be made to leading producers and prize winners of the past year. The winners of the 70th anniversary medal will be announced and men who are qualified for the President's Club will be taken on a trip up the Saguenay river and return.

Pennewell Agency Holds Convention

The Madison, Wis., agency of the Mutual Life of New York held its monthly meeting with about 30 agents present. The guest of honor was Robert E. Keeley of Chicago who showed in a simple way how he writes a million a year. The Madison agency under L. E. Pennewell's direction has grown to first place among all Mutual Life agencies in Wisconsin, beating, in both volume and quota, the old Green Bay agency. The Madison agency to date has 70 percent of its year's quota and recently won three out of four prizes offered for two months' production.

The agency is composed of 40 individuals who are being trained in "The New Conception of Life Insurance," by District Manager L. E. Pennewell.

Every life underwriter should subscribe for a personal copy of The National Underwriter.

Make Problem Pay Dividends, Agents Advised by Gale

Five rules of conduct for members of the staff were contained in a recent letter of F. W. Gale, superintendent of agencies for the Lincoln National Life, to general agents and managers.

"Accept every problem, whether simple or aggravating as part of business," was the first instruction, "and try to visualize a satisfactory solution and at least one or more opportunities associated with the problem. Convert the problem into an opportunity."

"Have a sympathetic mind and be a good listener."

Need Business Judgment

"Don't let the sympathetic nature, however, prevent you from showing good business judgment, tactfully, effectively, and in a manner which will not embarrass the other fellow."

"Welcome every opportunity personally to do the things which you inwardly do not like to do."

"Develop as rapidly as possible sufficient appreciation and gratitude for every man regardless of how successful he is. Success is really contributed to by those with whom we are associated. Why, then, shouldn't we season all our business procedure with the right kind of courtesy and gratitude to our associates."

Use Death Payment Figures in Selling

The New York Life has prepared a sales clincher in the form of statistics showing the death claims the company has paid.

Since its organization in 1845, the New York Life has paid in death claims more than \$1,000,000,000, the agents are reminded. In 1929 the company paid 14,640 death claims amounting to more than \$60,000,000. These claims covered 20,361 policies and included additional accidental death benefits amounting to more than \$2,000,000. Of these claims 712 were paid during the first year of insurance and 672 during the second year.

Cites Object Lessons

In April, 1930, the New York Life paid 64 first year death claims for \$234,325, the premiums on which amounted to \$9,310. Two policies on the life of a physician and one on the life of a housewife were in force but nine days and 17 days, respectively. "Think," the statement points out, "what a slight delay would have meant to the beneficiaries in each case."

One of the large claims was for \$20,000 on the life of a Rochester, N. Y., merchant, age 52, who was killed in an auto accident six months and 17 days after insuring. This claim included the double indemnity feature and is one of 13 accidental death benefits paid amounting to \$39,730 at an additional cost of only \$41.37 for the additional protection.

During the same month the New York Life reports that it settled 54 second year death claims for \$377,000.

As object lessons, the New York Life tells of a student, age 11, from Welcome, Minn., insured for \$1,000, who died of nephritis, while another, age 15, insured for \$1,000, was killed in an auto accident. These examples show that even children need insurance, according to the statement to agents.

THE ECONOMICS OF LIFE INSURANCE—By Dr. S. S. Huebner.

.....Price \$2.50

This book deals with what might possibly be more truly called the economic benefits and advances that life insurance gives. Order from The National Underwriter, 1914 Insurance Exchange, Chicago.



"And Jonah Successfully Swallows the Whale"

Perhaps it isn't quite fair to say that most of the courses of life insurance study for fieldmen are entirely too big for the fieldman to swallow, because there are many excellent courses. Nevertheless, life insurance is a "whale" of a subject, and the subject very often engulfs the fieldman. The whale swallows him.

The Franklin announces a new kind of study course which approaches the subject from the fieldman's point of view, taking up his problems and answering his questions in the order in which they naturally arise in his field work. This departure from the usual method of teaching life insurance gives the fieldman the master hand over his subject, and Jonah successfully swallows the whale.

THE FRANKLIN LIFE INSURANCE COMPANY

Springfield, Illinois

AS SEEN FROM NEW YORK

By G. C. NASH, Jr.
(Nash of the National)

FELICITATE JUDGE CONWAY

Former Superintendent Albert Conway of New York who was sworn in as county judge of Kings county, Monday, held an impromptu reception in the court the following forenoon greeting a number of his many friends who called to extend felicitations. Notable among governing officials on hand were Commissioners H. P. Dunham of Connecticut and R. L. Foster of the Province of Ontario. Frederick H. Ecker, president of the Metropolitan Life was also present, and was among those who paid high tribute to the work of Mr. Conway during his incumbency of the insurance superintendent's office, and expressed regret at his retirement therefrom. It is expected Governor Roosevelt will announce Mr. Conway's suc-

cessor as superintendent within a few days.

DEMANDS WRITTEN COMPLAINT

The Life Underwriters' Association of New York, through Mervin L. Lane, chairman committee on business conduct, states that it is "ready and willing to function along practical lines" on complaints of unethical practices, but that in the majority of cases these complaints have been based on hearsay, suspicion, and even imagination. Such cases, it is said, take up unnecessarily the time of the committee.

The committee says it is inalterably opposed to rebaters and twisters, but it suggests that persons refrain from making complaint against fellow underwriters without reasonable evidence, such

as a sworn affidavit or simple written statement. The committee will refuse to act where a complainant refuses to put his statement in writing.

KEFFER AGENCY'S RECORD

R. H. Keffer, general agent of the Aetna Life at 100 William street, New York, announces that his agency paid for \$2,613,500 in June. The total business paid-for by this agency to July 1 was \$20,251,795.

Singleton & Ward Grows

The Singleton & Ward general agency for the United States Life in Cleveland in the first full month of its operation produced a larger volume of business than the company's entire production in that territory last year.

Wayne D. McAfee, formerly with the New York Life, has been appointed agency superintendent. He is a graduate of Iowa State college and taught in the Kansas State Teachers' college, and

will have charge of the educational department and training of agents. Among the special representatives added is George G. Griese, business man who will specialize in business insurance. He has been associated many years with Mr. Ward in other enterprises. Mr. Griese has been a large purchaser of insurance and is a man of considerable means. He has opened offices in the Terminal Tower building and will be closely associated with Mr. Ward until his production is well established. The Cleveland agency is in a contest with the Philadelphia agency, company leader, for two months, as part of a general drive while President Moir is absent in Europe.

The Southern National of Little Rock has been licensed in Oklahoma with J. D. Merchant of Muskogee as state agent.

Every life underwriter should subscribe for a personal copy of The National Underwriter.

Provide Life Insurance *First!*

advises an experienced business man

The first step toward building a fortune, says John K. Barnes in The World's Work, is to take out sufficient life insurance. This is the only way in which the completion of the estate can be insured against the great uncertainty of life.

Every life underwriter knows how important is life insurance in building the foundation of an estate and in protecting one already formed.

This suggestion is especially pertinent in the case of persons working on fixed incomes and whose salary or its necessary equivalent must be continued in some form for a reasonable length of time.



Insurance in force 3 billion 300 million dollars; Assets \$542,140,978; Reserves and all other liabilities, \$502,453,577; Surplus \$39,687,401.

NEWS OF THE COMPANIES

RECORD OF PHOENIX MUTUAL

Gain of 100 Percent Over June, 1929, and "Cash-with-app" Mark Established

For the second time this year, sales of new life insurance by the Phoenix Mutual have broken all records in its history of more than 75 years. March, 1930, with 62 percent gain over March, 1929, was the previous high mark now exceeded by June with 100 percent gain. The June total is \$12,563,000, or almost exactly double that of last June and nearly \$1,500,000 ahead of the best previous month. The total to date is \$12,000,000 ahead of the first six months of 1929, a clear gain of 25 percent for the half year.

Remarkable, too, in the face of supposedly poor business conditions is the fact that in fully 66 percent of the business cash was received with application, another record for the company and ample evidence that money is available for sound investments.

GENERAL MUTUAL TO START

Fire Company Interests at Van Wert, O., Are Now Getting Their Life Associate Organized

The Central Manufacturers Mutual Fire of Van Wert, O., is now offering stocks of its new life company, the General Mutual Life of Van Wert, each share to be sold at \$175 with \$100 par. Under the laws of Ohio it is impossible to organize a purely mutual company. A stock company can organize and retire the capital later. The minimum capital is \$100,000. The Central Manufacturers Mutual states there will be no stock selling expense. Much of the stock is being taken by agents of the Central Manufacturers Mutual and its associates. Dividends on the capital are limited to 10 percent. In the articles of incorporation provision is made for the retirement of the stock at \$250 a share. The articles also provide for the repayment of the \$75 a share contributed to surplus by the stockholders. All the legal formalities have been com-

plied with and the company is now ready to proceed with its organization. The Central Manufacturers Mutual, the Ohio Underwriters Mutual Fire and other Purmort affiliations have a number of agents and feeders so that immediately there will be an agency plant.

HOLDING COMPANY PROJECT

Rumor Has It That Caldwell & Co. and Otis & Co. Are Back of Move

There was much interest among insurance men this week in the report of a possible formation of a \$250,000,000 holding corporation as a result of negotiations between Caldwell & Co. of Nashville and William R. Daly of Otis & Co., Cleveland, both big investment houses. The new holding company if established will be one of the largest of the kind in the country. The Caldwell & Co. house owns the Missouri State Life, Inter-Southern Life of Louisville, the Shenandoah Life of Roanoke, Southwestern Life of Dallas, Home Accident, Home Fire and Home Life, all of Little Rock; Southeastern Life of Greenville, S. C. Otis & Co. own the Monarch Fire of Cleveland.

It has been known that Caldwell &

Co. have been anxious to have a multiple line organization of larger dimensions. In connection with Kidder, Peabody & Co. of New York, the two houses owned the Southern Surety and Southern Fire but sold these to the Home Securities Company, the holding company of the Home Fire of New York.

Otis & Co. started in 1899 and became prominent through organization of the Republic Steel Company with which to fight the Bethlehem Steel for control of the Youngstown Sheet & Tube Co. It controls the Goodyear Rubber Company, Goodrich Rubber Company and is the banking house for the Firestone Rubber Company. Caldwell & Co. was organized in 1917 by Rogers Caldwell and has taken a prominent part in financing various southern institutions. About a month ago the Banco-Kentucky Corporation bought 50 percent of the stock of Caldwell & Co.

Rogers Caldwell, commenting on newspaper reports concerning the new holding company, described them as "premature and inaccurate."

"While Otis & Co. and ourselves have had some discussion on insurance matters, no details pertaining to the formation of a holding corporation have been worked out," Mr. Caldwell said. He admitted that he had been in conference with Mr. Daly but did not detail the nature of their conversations other than that they had discussed insurance matters.

AMERICAN MUTUAL STARTS

New Company Is Organized at Nashville with Experienced Men in Charge

The American Mutual was incorporated under the laws of Tennessee May 27, 1930, and has now been licensed by its department. It delivered its first policy to Governor Horton of Tennessee.

Its officers and incorporators are all widely known and successful business and professional men. The company has some extensive plans for building an insurance business throughout the south. The company is engaging only in commercial health and accident business at present, but expects to write life insurance as well at a later date.

Officers are: President, E. G. Sharp, successful and well known banker, formerly of Rogers, Ark.; vice-president, Russell E. Sharp, recently president of the Southern Insurance Company and formerly head of the National Old Line at Little Rock, Ark.; secretary, George L. Hicks, recently secretary and treasurer of the Dixie Life & Accident and formerly treasurer of the Life & Casualty of Nashville; treasurer, Herbert Fox, vice-president of the American National Bank, Nashville; counsel, Judge Albert Williams, prominent Nashville attorney; actuary, James H. Washburn, formerly actuary for the Metropolitan Life; medical directors, Dr. Chas. Brower and Dr. J. B. Hibbitts, Jr.

Directors are P. A. Sullivan of Old Hickory, Tenn.; W. Dudley Gale, Jr., Judge Albert Williams, Herbert Fox, Dr. J. B. Hibbitts, Jr., Dr. Chas. Brower, Geo. L. Hicks, Russell E. Sharp and E. G. Sharp of Nashville.

NO CHANGE CONTEMPLATED IN OFFICIAL PERSONNEL

J. W. Walker, president of the Union Life at Little Rock and head of the Progressive Life of Rogers, Ark., in connection with the purchase of an interest in the Springfield Life of Springfield, Mo., states that he, Vice-President John E. Felker and Vice-President Elmo E. Walker bought a majority of the stock. They are elected on the board and will keep in close touch with the company. President Walker states that he does not contemplate any further changes. R. W. Catlett will continue as

A 100% Prospect Field



Royal Union Life Building
Cor. Seventh and Grand Ave.
Des Moines, Iowa

The Royal Union offers policy contracts at every age from one day old to age 60.

Our Juvenile policies, written on children as young as one day old, go into full benefit automatically at age 5—big winners!

We write women on equal basis with men.

We feature a special low-rate policy to business and professional men.

Under a Royal Union liberal general agency contract you are thus privileged to serve a 100% prospect field.

ROYAL UNION LIFE INSURANCE COMPANY

DES MOINES, IOWA

A. C. TUCKER, President

president, and Charles F. Renner, secretary and agency director.

OMAHA COMPANIES MOVE INTO NEW HOME AUG. 2

The Mutual Benefit Health & Accident and its companion company, the United Benefit Life of Omaha, will soon occupy their new quarters in the Faidley building, 16th and Douglas streets. This building was designed and built especially for these companies and will give them approximately twice the floor space now used in their present location. The formal opening date has been tentatively set for Aug. 2.

The Mutual Benefit Health & Accident, of which Dr. C. C. Criss is treasurer and general manager, had a premium income last year of \$10,275,000, which was the largest premium income of any similar organization and third among all companies writing this class of business.

The United Benefit Life was formed four years ago as a running mate and its growth has been phenomenal. Insurance in force is now about \$40,000,000, and production this year has been greater than \$2,500,000 a month. Miles Scheaffer, former insurance commissioner of Indiana, is secretary of the United Benefit.

American Medical Life

The American Medical Life of Spokane, Wash., has passed the \$2,500,000 mark, the bulk of the business having been written in Washington. Agencies will be opened soon in Idaho and Montana.

Mountain States Life

May was the banner month in the history of the Mountain States Life of Hollywood, its written volume for the month amounting to \$1,223,000, more than double the production for the same

month of 1929. The increase for the first five months of 1930 as compared with the same period of last year is in excess of 65 per cent on written basis.

Pyramid Life, Charlotte, N. C.

The Pyramid Life of Charlotte, N. C., has been licensed there by Commissioner Dan C. Boney. This company takes over the former Charlotte Life and all its assets, the name being changed to the Pyramid. Officers are: President, E. E. Jones; vice-presidents, Ivey W. Stewart, Ernest Ellison and H. B. Heath; secretary-treasurer, E. Y. Kessler, all Charlotte business men. Paid capital to start is \$133,760, gross assets \$202,514 and surplus \$39,313.

Minnesota Mutual

In 1930 the paid-for business of the first six months is in excess of \$32,000,000 and is nearly 50 percent ahead of the same period last year. In fact, the business done for the first six months is as great as that done in the first nine months of the preceding year. The increase in total insurance in force likewise shows good persistency in the old business, as the increase in gain in insurance in force made during the first six months is as great as the increase made in the first 11 months of last year.

American Peoples Licensed

The American Peoples Mutual Benefit has been licensed by the Illinois department under the mutual benefit act with head office at 134 North LaSalle street, Chicago. The incorporators are John M. Minnec and A. M. Minnec of Berwyn; F. A. Pierro, F. Babbs and Joe Ludin of Chicago.

Life Company Notes

The Business Men's Assurance celebrated its 21st birthday July 1. The Mountain States Life has been admitted to Indiana.

LIFE COMPANY CONVENTIONS

MINNESOTA MUTUAL MEETS

Agents and Executives Leave to Attend Golden Jubilee at Colorado Springs

ST. PAUL, MINN., July 3.—Executives and representatives of the Minnesota Mutual Life have left for Colorado Springs to take part in the golden jubilee of the company, starting Saturday and continuing through four days devoted to business and recreation. One of the important features will be the announcement that the Minnesota Mutual has reached its jubilee goal of \$200,000,000 business in force.

Executives who will attend include E. W. Randall, chairman; T. A. Phillips, president; O. J. Lacy and H. J. Cummings, vice-presidents; H. W. Allstrom, actuary; Dr. C. N. McCloud, chief medical director; J. A. Schoeller, accountant, and A. D. Harmer, agency department secretary.

About 175 agents from 27 states will be present.

Lamar Agents Sail July 23

Members attending the annual all-star convention of the Lamar Life will sail from New Orleans July 23, landing in New York on July 28 for three days. They will return by special train from New York to Jackson, Miss., with a one-day stopover in Washington.

State Mutual, Worcester

Raymond J. Wiese, general agent of the State Mutual of Worcester in Chicago, holds over for a second year as president of the General Agents Association of the company, it was announced at the annual convention. Frank W. Pennell of New York is vice-president and Charles R. Gowen of Rochester,

secretary-treasurer. The Everts Wrenn general agency of the company in Chicago has the honor of having two men in official positions in the company's Agency Club for the new year, John P. Denison, president, and Leslie R. Schauffler, vice-president. Ralph E. Morrison of Boston is secretary. High lights of the convention were the stressing of conservation, the selling of smaller policies with better renewal records, and information that the company is tightening its underwriting of large cases.

Group Conference Plans Complete

The completed program for the Northwestern Mutual Life group conference for agents under contract for less than three years has been announced. The meeting will be held July 22, simultaneously with two other group conferences, one for older agents, and the other on business insurance.

Alex M. Worth of Durham, N. Y., will speak on "Our Sales Opportunities Through Full-time Efficiency." Methods of establishing contacts and their value will be discussed by Philip Cohen of Buffalo. James E. English, Jr., of Paducah, will speak on "The Million Book and Its Use for a New Agent." A demonstration and discussion of "Prepared Demonstrations" will be given by William S. Allen, Jr., and Albert J. Earling of Milwaukee. The recapitulation for the meeting will be made by Victor M. Stamm, Milwaukee. P. T. Allen, general agent at Buffalo, N. Y., will be chairman.

Two Conventions at Asheville

The Missouri State Life will hold a three-day meeting with about 160 delegates at Asheville, N. C., July 15-17. The Imperial Life will hold its silver anniversary meeting there July 24-26. About 150 will attend.

GRAF ZEP. AGAIN

THE great air ship has come and gone. Its epochal flight demonstrates its utility in fair weather, but the hazard is great.

Our field men face no hazards. Month after month their aggregate production increases due to the superiority of our policy contracts and home office co-operation. Get into our band wagon and command success! A contract with us will make you financially independent.

Just now we need managers in the following territory:

Michigan Indiana
Kentucky Tennessee
Ohio

Ask for further information.

THE BANKERS RESERVE LIFE COMPANY

Home Office: OMAHA, NEBRASKA
BUSINESS IN FORCE, \$131,000,000

AS WE SERVE WE PROGRESS

Insurance in Force

1923	One Billion
1927	One Billion and a Half
1930	Two Billions

MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY

SPRINGFIELD, MASSACHUSETTS

Organized 1851

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

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Getting the Smaller Policyholders

ALBERT P. STELER of the MUTUAL BENEFIT LIFE at Detroit, in speaking at its agency convention, pointed out some of the opportunities for agents in securing business of average size. Many agents are seemingly attracted to the lure of large prospects. They read about agents that have secured big applications, they hear them talk at conventions and the enthusiasts go out for big game.

Mr. STELER points out that in case of his company, 63 percent of the total business is on policies less than \$25,000 in amount and accounts for 94 percent in lives. There are comparatively few policies of \$25,000 that are produced. Mr. STELER urges agents to cultivate people who usually purchase under \$25,000. He takes the ground that there is not sufficient effort directed toward what might be called the smaller folk. He believes in writing those who may not be able to pay for a large policy because later on they can probably buy a \$25,000 policy or even a larger one.

Mr. STELER sees the desirability of a life salesman cutting down his time waste. He should study not only the actual minutes but he should keep in mind also the time lost in soliciting a man who is not really a prospect. This can be accomplished by keeping in close touch with the customer when he purchases his small policy and then gradually lead him up to larger ones.

There is considerable cultivation work done on the smaller prospect that may not have immediate returns but in days afterward the reward is likely to come. If an assured finds that an agent is master of his craft and is diligently and sincerely endeavoring to formulate a program that is in keeping with his mode of living and ambition, he will likely be impressed with what this agent has to recommend from time to time. Sincerity is a big factor in life insurance salesmanship. Intelligence is also. Coupled they make a mighty force.

Work a Divine Panacea

WILLIAM FEATHER, editor of "Timely Figures" published by the ATLAS CALCULATING SERVICE, writes some mighty good stuff in this business house organ. It is homely philosophy that he spins from his loom but it is very good. Mr. FEATHER in one of the editions takes the position that work is the universal cure of the ills of mankind. He seldom finds unhappiness in the lives of busy people. The lines of sorrow, sickness and meanness are in the faces of those whose days are heavy with idleness. Speaking further he says:

"Let a man get himself deeply engrossed in his work, let him be pushed to crowd into the working day the many duties he has assumed, let him close his desk weary and tired, and you will have a man who sleeps soundly and who rises in the morning, smiling and eager for another day of activity."

"The men, young and old, whose eyes shine and who laugh easily, are not found among those who have withdrawn from the race. The loafers, the dilettantes, the precious souls who live apart from the workaday world, arouse no envy in my breast. Though they may be worth a million, though their houses may be palaces, and though they may be as carefree as birds, I would not change places with them."

"Nature is shrewd. She denies the ker-

nels of happiness to parasites, and confers the blessings of health, aliveness, and the choice thrill of accomplishment on those who give their bodies, minds, and souls to creative effort.

"The trouble with the unhappy men and women who cross my path is that they will not work. Because the things they can do present some elements of drudgery they do nothing. Women who were born to cook, and raise children, assign these tasks to maids and become indifferent players of bridge and golf, and then wonder why their faces acquire ugly lines. Men who have the time and energy to assume responsibilities in public affairs, flee to foreign parts and wonder why they get no kick out of life."

"The answer is that they are trying to buy happiness with short-cuts. They are not paying the price. They are trying to get without giving."

"I propose no false idea of service. I want no more uplift, no more committees, but I do think that for each of us there is some job, the honest doing of which will keep us better fit than any medicine that the doctors can prescribe."

"I pray that some task will always demand my attention and command my interest. I want no permanent freedom from work."

PERSONAL SIDE OF BUSINESS

E. M. Ackerman, secretary of the Insurance Federation of Illinois and former insurance newspaper man, in addition has taken on the duties of editor and proprietor of "The Insurance Exchange," monthly publication issued in Chicago.

Morgan D. Jones, who recently resigned as Chicago manager of the Pan-American Life, and who was formerly a partner in the firm of Bowes & Co., Chicago agents, is located at Mercedes, Tex. He is the owner of a citrus grove in the Rio Grande Valley.

Thomas M. Henry, former insurance commissioner of Mississippi, who served in that capacity for 24 years, died in Jackson June 28.

John H. Rees, formerly special representative of THE NATIONAL UNDERWRITER and "Rough Notes," has become advertising and publicity director of the Colonial Life of Jersey City, N. J.

Mr. Rees, who began his newspaper career in Trenton, N. J., was at one time connected with the late Col. Theodore Roosevelt and the national Progressive party as publicity executive. For a number of years he was active in journalistic work in Pennsylvania, representing the Philadelphia "North American," "Evening Telegraph" and "Philadelphia Press." Later he edited his own weekly publications, the "Journal of Progress" and Philadelphia "Journal of Commerce." After disposing of his interests he became advertising manager of the Metropolitan Telephone & Telegraph Company of New York and New Jersey. Just before the world war he was made scheme manager of the R. H. Ingersoll & Bro. and the Connecticut Watch Company. As an advertising and publicity executive, Mr. Rees has had a broad and extensive experience and in addition to writing sales stimulating and educational literature he is the originator of a number of slogans nationally used.

Mrs. R. W. Stevens, wife of the president of the Illinois Life, was recently elected regent of the Chicago chapter D. A. R. and will assume her duties as presiding officer in the fall.

Dr. T. C. Denny, president of the Central Life of Iowa, has been made chairman of the annual drive of the public welfare bureau of the Des Moines chamber of commerce.

Sam Carson, Aetna Life general agent in Atlanta, is fast recovering from a serious automobile accident. His car was struck by another automobile and upset in a ditch, fracturing both of his shoulders and one arm.

Walter Graham, for 14 years with the Southwestern Life in Dallas, has been named manager of the group department of the American National Life of Galveston.

Platt Whitman, former insurance commissioner of Wisconsin, has been selected by the regular third district Republican conference as its candidate for congress. Mr. Whitman was the only candidate named. It is understood that he had contemplated a European trip this summer which he will forego to make the canvass.

Fully restored to health, Louis Ben Geddy, supervisor of agents for the Atlantic Life, is back in the field following a course of treatment at the Mayo Clinic at Rochester, Minn. He had previously undergone an emergency operation in a hospital at Florence, S. C.

W. W. Day of Lincoln, Neb., dean of the Bankers Life of Nebraska agency

force, is celebrating the completion of 33 years of service by taking a European trip with his wife and family. Mr. Day began when the company was in its infancy with but two lines of policies to sell, ordinary life and 20-pay. In less than a year he won the position of general agent at Falls City. Later he was transferred to the home office, and for a number of years was superintendent of agents. He has always been an individual producer.

Fred Blattner, Jr., general agent for the Continental Life of St. Louis at Wellsville, Mo., has a record of having produced business every week for 325 consecutive weeks. He is the leader of the company's Weekly Producers' Club.

The agency organization of the Central States Life of St. Louis is dedicating July to President James A. McVoy. July is Mr. McVoy's birth month and July for McVoy has grown to a tradition with the agents.

The Lansing, Mich., Exchange Club has installed Noble E. Glassbrook, state manager for the Ohio National Life, as its new president.

Charles S. Way, general agent of the Minnesota Mutual Life at Indianapolis, died Sunday after several weeks' illness.

President Edward D. Duffield of the Prudential spoke to the Butte, Mont., chamber of commerce last week. He said there is as much money in the nation today as there was a year ago but people imagine they are poor while last year they thought they were rich. He said that good times are coming back although no one knows exactly when.

The Penn Mutual's educational department, of which Vincent B. Coffin is the director, has drawn to its service another agency builder in E. Robert Shannon. He was educated at Mercersburg Academy, Pa., and Ohio State. He entered life insurance by way of the Union Central in 1920. After six months he joined the Penn Mutual. Later he became associated general agent for the Connecticut Mutual in Huntington, W. Va., then that company's general agent at Wilkes Barre, from June, 1923, until June, 1929, when he removed to Columbus, O., for the Connecticut Mutual.

Successful Blind Agent Recovers Use of Eyes

John C. Marsh, Washington, D. C., Atlantic Life agent, has regained his sight after being blind for seven years, according to the Washington "Post."

Mr. Marsh entered the life insurance business when his sight began to fail him in 1923 due to central bilateral cataracts on both eyes. Mr. Marsh memorized the life insurance contracts by having a stenographer read them to him. For five years he has worked from 10 to 12 hours daily, making more money than he did when he could see. He has been so successful that he has been able to buy a home and save enough money to undergo a ten months series of treatments which culminated in an operation and the restoration of his vision. He now has normal vision with the aid of glasses. Mr. Marsh met and married his wife after he had become blind so he had never seen her until he regained his sight.

LIFE AGENCY CHANGES

GROVES PORTLAND MANAGER

Kansas City Man Succeeds T. H. Rice as Head of Oregon Agency of Equitable Life

KANSAS CITY, MO., July 3.—T. Howard Groves, superintendent of agents for the Kansas City agency of the Equitable of New York since Jan. 1, 1927, has been appointed agency manager for the Equitable at Portland, Ore., to succeed T. H. Rice. Mr. Groves took charge of the Portland office Tuesday. He became connected with the Equitable in 1924 when he was made district manager of the Columbia, Mo., unit. He brought this unit from last to third place among units in the Kansas City agency and was made superintendent of agents at Kansas City in 1927.

Harris Brothers Open Agency

Lawrence Harris and Francis Harris have established an agency in the upper peninsula of Michigan for the Detroit Life with headquarters at Iron River. Lawrence Harris has been a member of the Detroit City agency for a number of years and Francis Harris later joined that organization. They are sons of Thomas Harris, who before his death in 1923 was a successful agent of the Detroit Life.

Pacific Mutual Changes

Two changes are announced by the Pacific Mutual. W. P. Boyer and Hazen Exeter have succeeded Elmer A. Ricker as joint general agents in Salt Lake City. Mr. Ricker, who resigned because of ill health, will take a vacation and then return to engage in personal production as associate general agent at Salt Lake.

George C. Hutchins has opened a general agency for the Pacific Mutual at Allentown, Pa. Mr. Hutchins has been in life insurance 14 years, half of the time with the Metropolitan in his home city. Mr. Boyer has had 15 years life insurance experience and is a large personal producer, averaging well over \$500,000 a year. Mr. Exeter started about eight years ago and last year led the entire agency force of the company with which he formerly was connected.

Life Agency Notes

The Austin agency of the Aetna Life in Brooklyn announces that **Matthew Ahlhaus** has become affiliated with it as agency organizer and full-time supervisor. He leaves behind him an excellent record with the New York Life and Guardian Life. The Austin agency has shown consistent progress. For the first five months of 1930 it is over \$1,000,000 ahead of 1929. Over 250 active agents are now connected with this progressive Brooklyn organization.

R. H. Fitzgerald, manager of the Mutual Life of Baltimore in Chicago No. 3 district, is transferred to manager of St. Louis No. 2. **H. Critchfield**, assistant manager Cleveland No. 2, is made chief assistant manager in that city. St. Louis No. 2 is a new district.

Edwin P. Goodwyn, executive secretary of the city of Petersburg, Va., since 1920 and former acting city manager, has resigned to become district manager there for the Equitable Life of New York. His territory will include about ten counties in south Virginia. Mr.

Chicago Manager



MARTIN A. ZITZMANN

Martin A. Zitzmann, who becomes Chicago manager of the Missouri State Life, is one of the youngest managers in the business, having been born Sept. 30, 1893. He became one of the big producers of the John Hancock Mutual in Chicago, leaving it in February, 1921, to go with the Missouri State Life. At the end of two years he was made assistant manager.

Goodwyn was with the Mutual Life before entering the service of the city.

Tom Smith, formerly of Charlotte, N. C., is now located at Dallas with offices in the Wilson building as Texas supervisor for the Liberty Life of Topeka. For the last eight years he has been North Carolina supervisor for the Bankers Reserve Life. Previous to that he was general agent for the Bankers Reserve in Oklahoma and Kansas.

John S. Hermansdorfer has been appointed superintendent of the Western & Southern at Ashland, Ky., succeeding J. E. Nicol, who has taken a leave of absence owing to ill health. Mr. Hermansdorfer has been assistant superintendent at Charleston, W. Va.

Pate & Miller of Texarkana, Tex., general agents of the Home Life of Little Rock, have dissolved partnership. The V. A. Pate agency succeeds. R. F. Miller of the firm becomes general agent at Durant, Okla. With him will go W. C. Shelton at Hugo, Okla., W. N. Dixon at Idabel.

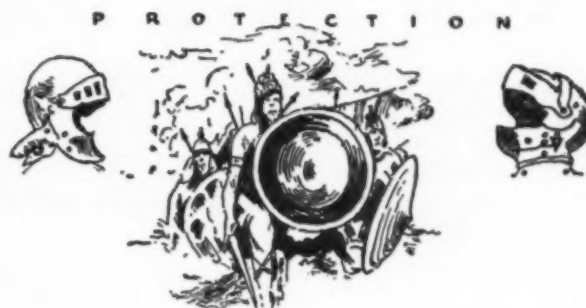
C. L. Coyner, manager for the Mutual Life of New York for northern Illinois and Indiana, announces the appointment of **Cyrus Wexler** as district manager for Lake county, Ind., with headquarters at Gary.

John Stewart, for a number of years connected with various life companies in Wichita, including the New York Life and Aetna, has been appointed district agent for the Kansas City Life.

C. R. Beaumont, formerly of the Gem City Life at Detroit, has been appointed manager of the life department of the Parker & Davis agency at Detroit. The agency is general agent for the Continental Assurance of Chicago.

WANTED—AGENCY SUPERVISOR

Chicago Gen. Agt. very popular, progressive 50 year old line life Co. (mutual) wants high class supervisor with good record and references. Must be good personal producer able to interest and start new men and build successfully. Attractive contract with chance to build nice proposition. Address General Agent, Suite A-759 Insurance Exchange, Chicago.



Names

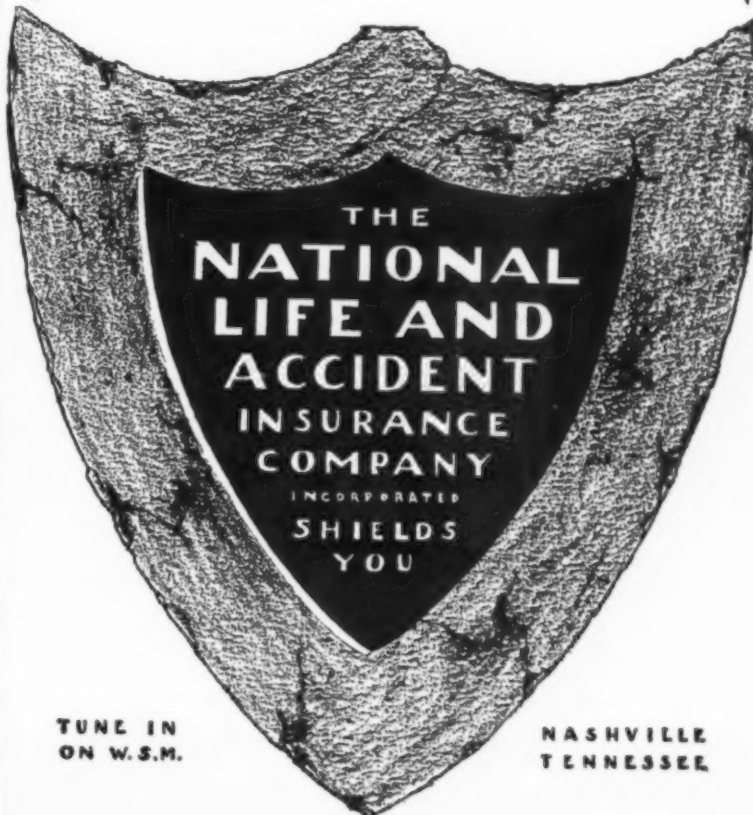
"I never heard of your company" is one objection Shield Men do not face.

The name of the National Life and Accident has been extensively advertised and broadcast throughout the country.

Today, this organization is known as the Shield Company. The registered Shield trade mark and the slogan "We Shield Millions" is widely known. To millions the name of this company means strength, protection and security.

Shield Men find it advantageous to represent a company whose name is so well known. It means a better reception from prospects. It means valuable time saved in not having to explain just which company an agent represents.

It pays to be a Shield Man!



TUNE IN
ON W.S.M.

NASHVILLE
TENNESSEE

Progress During 1930

Nineteen Thirty has seen many strides made by the Manhattan.

Its paid for business shows an increase for each month of 1930 over the corresponding months of 1929.

It has just issued an exceptional Low Cost Policy.

Its 1930 Rate Book and Manual is up-to-the-minute in its completeness.

Its gain in insurance in force is the best ever.

IT PAYS TO BE A MANHATTAN MAN

The Manhattan Life Insurance Company

654 Madison Avenue at 60th Street
New York

ORGANIZED 1850

THOMAS E. LOVEJOY, President

GIRARD LIFE INSURANCE COMPANY

Opposite Independence Hall
Philadelphia, Pennsylvania

Has excellent General Agency openings in Ohio and Michigan under—

A GENERAL AGENCY CONTRACT WHICH MEANS

Larger first year commissions
Longer renewals
Larger overwriting commissions
All standard forms of policies (Participating and Non-Participating)
Liberal disability benefits
Double Indemnity benefit
Guaranteed annual reduction in the premium
Also cash dividends
Low net cost
Real Home Office Service

Twenty-three years of careful and conservative management has made the Girard Life one of the financial giants (assets over liabilities) in the life insurance field, with the distinction of having the highest possible rating—EXCELLENT. We seek General Agents of high character and ability, who are willing to devote their entire effort to organization and development of a General Agency.

Write us giving a word picture of yourself and your experiences. Your correspondence will be treated as confidential.

EASTERN STATES ACTIVITIES

DISCUSSES BUSINESS COVER

Penn Mutual Man Elucidates Uses at "12:15 Club" Luncheon in Brooklyn

One of the best of the luncheon clubs of South Brooklyn, N. Y., is the "12:15 Club." It meets every Wednesday noon. Last week's speaker was E. H. Norene, a member of the Penn Mutual's educational department, who gave an analytical address on business insurance. Harry J. Blank, president of the Zopher Mills, presided.

Summarizes Possibilities

Mr. Norene showed the application of business insurance to the following needs:

1. Retirement of deceased partner or stockholder interest.
2. Retirement of long term loan or bond issue.
3. Maintenance of credit in event of death of principal of corporation.

4. Compensation for loss of valuable life.

Weeks Talks Trusts at Hartford

Use of the life insurance trust idea as an aid to life underwriters was stressed in an address before a large group of Hartford life insurance men by Harvey Weeks of the Central Hanover Bank & Trust Company of New York. Mr. Weeks said when life insurance trusts are mentioned in connection with sales talks, prospects cease thinking about lump sum insurance and begin to think of it from the viewpoint of the income it will provide. Mr. Weeks explained that the trust administrators take care of all policy benefits, so that between the salesman and the bank, the insurer's every need is provided for.

Whitmore in Y. M. C. A. Work

James A. Whitmore, manager of the Buffalo agency of the Guardian Life, has been appointed chairman of the committee of management of the Central Y. M. C. A. in his city.

CENTRAL WESTERN STATES

ANOTHER \$2,000,000 MONTH

Patterson Agency of Penn Mutual in Chicago Finds Business Good Despite Slump

For the second consecutive month the Alexander E. Patterson agency of the Penn Mutual in Chicago paid for more than \$2,000,000 new insurance in June. Paid production in May was \$2,018,450, and June was \$2,262,786. This total of \$4,281,236 for the two months is an increase of 27.4 percent. The agency's paid total for the first six months is \$9,120,702, a gain of \$1,441,197, or 18 percent. In the past year this agency, which has been under the present management but 27 months, has paid-for \$16,042,395 as compared with \$12,055,535 in the previous 12 months, or 33 percent gain. The Patterson agency ranks third in the country, being surpassed only by the home office agency under John A. Stevenson and the New York City agency directed by J. Elliott Hall.

In celebration of the record month, Mr. Patterson entertained his organization at breakfast Monday. Joseph T. Van Meter, Herman Kramer, L. D. Hall, Wayne Porter, C. A. Flitcraft and E. P. Connolly are leaders in paid volume the first six months in the order mentioned.

UNIVERSAL OF ST. LOUIS IS NOW IN THE CLEAR

On motion of counsel for the Missouri insurance department, the circuit court at St. Louis has dismissed without prejudice the receivership suit brought by the department against the Universal Life of St. Louis. The suit was filed June 4. Since that time the company has reduced its capital to \$100,000, placing an extra \$84,000 to surplus, considerably more than enough to offset a deficit of \$60,000 which was brought out by an examination.

Cleveland Agent's Good Record

David Warshawsky of the Feter-Benson agency of the Reliance Life at Cleveland wrote more than \$1,000,000 for the club year ending June 3. He is president of the \$500,000 club for 1930 and again made that club during the last five months. He is second among the big 10 of the Reliance Life sales organization. He is expected to be a member of the Million Dollar Club at the close of 1930.

STATE BARS UNION CENTRAL

Wisconsin Attorney-General After Hearing Rules Against Company Reentering State

The Union Central has been unsuccessful in its effort to convince the Wisconsin attorney-general that the company's method of assigning and allocating surplus to policyholders and stockholders is just and proper, and thus has lost its attempt to return to the state from which it withdrew some 20 years ago with many other companies because of hampering laws and rulings. The attorney-general, after a hearing, again has ruled that the statements made by the company do not comply with Wisconsin statutes.

The Union Central was one of the major life companies that withdrew after adoption of the present Wisconsin life insurance code in 1909. Practically all other large companies that left the state have returned.

George L. Williams, vice-president and chairman of the board of the Union Central, issued a highly illuminating and logical statement recently, explaining the company's stand in this matter of allocating surplus for the benefit of policyholders.

RECONSIDERS OHIO RULING

Attorney-General Bettman Heeds Bankers' Plea That Enforcement Would Hurt Their Business

A committee of the Ohio Bankers Association has urged Attorney-general Bettman of Ohio to hold in abeyance the enforcement of his recent ruling that life insurance left in trust is subject to Ohio inheritance tax. The committee states that enforcement of this opinion would drive upwards of half a billion dollars of life trust business out of the state. A brief was filed supporting the bankers' contention that the opinion is not good law and asking for reconsideration. It is said that the bankers will seek amendment by the next legislature of laws on which Mr. Bettman based his ruling so trusts would be exempted specifically from tax.

The attorney-general said his desire and that of the tax commission is to conserve Ohio business, but also to administer the law. He said the question never would be brought up again unless

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by him in deciding in favor of the state and he assured the committee of complete reconsideration of the matter and an early decision.

Frisch Organizing Indiana

Morris Frisch, state supervisor of the Union Central Life in Indiana under Manager Russell S. King of Indianapolis, is devoting considerable time to obtaining new agents in addition to his personal production work. He went with the Union Central in March of last year.

Mutual Trust Field Day

Chicago agents of the Mutual Trust Life held their annual outing with Vice-president and Mrs. A. B. Slattengren and B. M. Woodson, publicity director, representing the home office. Mr. Slattengren hung up low net score in the annual golf tournament and John L. Walker of the Elgin, Ill., agency, low gross as well as second low net score. A chicken luncheon was served, followed by recreation such as horseshoes, women's putting contest and bridge. C. M. Pearson, La Salle street agency, Chicago, was awarded a prize for hitting four home runs and two doubles in six times at bat in the baseball game. Harold Rapalee, Elgin general agent, won first prize, and E. A. Isaacson, general agent La Salle street agency, second prize in the horseshoe contest. H. J. Nelson, manager first year department at the home office, won blind bogey prize in the golf tournament.

Patton Agency Convention

The central Ohio agency of the Mutual Life of New York, comprising 27 counties under Manager G. A. Patton, held its annual field club convention in Columbus, attended by about 75 agents. The program was instructive and a banquet and entertainment was held. Mr. Patton was transferred from manager at Des Moines in September, 1927, at which time the Columbus agency ranked 47th. It had advanced to 22nd position May 28, 1930. Paid-for in 1929

was more than \$4,500,000, and paid business so far this year shows a substantial gain.

Schmitt Attended School

Hugo R. Schmitt, educational director of the Alexander E. Patterson agency at Chicago, has just returned from attending the company's fifth agency building school for its general agents and supervisors at Philadelphia.

Vincennes Producers Honored

Gilbert Bluhm and Fred Niederhaus, both of Vincennes, Ind., at a banquet held there recently were awarded prizes by B. A. Million for scoring highest in the May quota contest of the Northwestern Mutual Life. The agents represent the district composed of Knox, Gibson, Daviess, Pike and Perry counties. Silver cups were given as prizes.

Dr. Huebner at Cincinnati

Dr. S. S. Huebner on his tour through the central west as educational adviser for the Massachusetts Mutual, presided and lectured before the Laurence C. Witten agency of that company in Cincinnati. Representatives of the agency from Lima, Dayton, Van Wert, Middletown, Greenfield, Portsmouth and Wilmington attended and a number of prominent Cincinnati insurance men outside the Massachusetts Mutual organization were guests. James Blake, director of field service, also spoke. Mr. Witten announces that the agency has had a prosperous experience this year. Dr. Huebner in continuing his tour will speak before regional meetings made up of staffs from two or three agencies at various points.

Central Notes

Ralph Getzelman, agent for the Mutual Life of New York at Hampshire, Ill., was recently married.

Henry D. Riesa, agency organizer in the C. L. Coyner agency of the Mutual Life of New York for northern Illinois, has gone to Saynor, Wis., for an extended rest. Mr. Riesa underwent a severe operation a month ago.

IN THE MISSOURI VALLEY

PASSES 100 MILLION MARK

White & Odell Agency, Minneapolis, Makes Unusual Record in 21 Years of Existence

The White & Odell Agency of Minneapolis, home state agency of the Northwestern National Life, has passed the \$100,000,000 insurance in force mark. The Northwestern National now has in force in its home state through the White & Odell Agency nearly 30 percent of its total insurance in force, which is rapidly approaching the \$350,000,000 mark.



FRED WHITE

The White & Odell Agency is over 21 years old, having been founded by Frederick White, now its president. Only five life insurance companies other than Northwestern National Life have as much as \$100,000,000 of insurance in force in Minnesota, and these five companies have been doing business in that state for over 50 years. There are approximately 320 old line life companies in the United States, and only 76 of these had as much as \$100,000,000 of insurance in force at the publication of their last annual statements.

Home Office Men at Meeting

Twenty-five representatives of the Equitable Life of Iowa and their fami-

lies attended a banquet which concluded the semi-annual meeting of the Sioux City district last week. Speakers were Ray E. Fuller, field superintendent; P. C. Irving, assistant actuary, and John F. Sherk of Ida Grove, Ia.

George U. Silzer is general agent for the Sioux City district, which includes northwest Iowa, southeast South Dakota and northeast Nebraska.

Managers' School in Kansas City

The Life Insurance Sales Research Bureau will conduct a managers' school in Kansas City Aug. 4-15.

The Union Central Life has leased a suite of rooms in the Dwight building, Kansas City, Mo., and will move from the Sharp building, where Kansas City offices have been for several years. Judd C. Benson is Kansas City manager.

Southern States Local News

BECKER HEADS COMMISSION

Takes Place As Chairman in Mississippi, Succeeding Crowe Who Is New Secretary

Ferd V. Becker, Brookhaven insurance man and for two years member of the Mississippi insurance commission, was elected chairman of that body at its organization meeting. S. V. Crowe, Booneville, whom Mr. Becker succeeds as chairman, was elected secretary, succeeding W. A. Holloway of Mount Ol-

PENN MUTUAL SELECTION

We Carefully Choose Agents



PENN MUTUAL CONTRACT
We Guarantee Commission Interest



PENN MUTUAL TRAINING
Swift, Intensive, Practical



PENN MUTUAL SUPERVISION
Unparalleled Sales Helps



PENN MUTUAL SALES ENGINEERS
Nationally-Famed and Constantly Creating



THE SUCCESS FACTORS OF PENN MUTUAL REPRESENTATIVES

W. L. MOODY, JR. President
W. L. MOODY, III Vice-President
W. J. SHAW Secretary
SHEARN MOODY Vice-President
T. L. CROSS Vice-President

American National Insurance Company

HOME OFFICE:

GALVESTON, TEXAS

\$604,973,097 INSURANCE IN FORCE

We Have Openings for Live Men in

Kansas	Minnesota	Texas
Kentucky	North Carolina	West Virginia
Michigan	South Carolina	

Under Direct Home Office Contracts

ORDINARY—INDUSTRIAL
GROUP—HEALTH AND ACCIDENT

Liberal First Year and Renewal Commissions
Up to Date Policies—Non Medical—Group and Special Law
Premium Plans Offering New and Attractive Features.

If Interested Address

AMERICAN NATIONAL INSURANCE CO.
GALVESTON, TEXAS

YOU Who Are Interested in Selling Life Insurance

or who may become interested in its sale, will want to know why The Gem City Life Insurance Company has nearly 14 times as much insurance in force at the close of 1928 as it had ten years before.

The agency contract and the unusually wide range of underwriting provided by the company, that includes all standard and many special forms of participating and non-participating life, accident and health and group policies, with premiums payable monthly, quarterly, semi-annually or annually, are some of the substantial reasons for the outstanding progress the company is making.

There are other equally impressive reasons and if you will write to I. A. Morrisett, President, at Dayton, Ohio, he will be glad to give you complete details of that agency contract and the very many reasons why it will pay you to join the rapidly expanding agency staff.

The company wishes representatives in Ohio, Michigan, West Virginia, Tennessee, Alabama, Georgia, Louisiana, Florida and the District of Columbia.

The Gem City Life Insurance Company

OF DAYTON, OHIO

The Rapidly Growing Company

WANTED— A MAN!

Possessing the following qualifications:

AGE 35 or over, seasoned and a producer.

THREE years of life insurance experience.

Must be personally acquainted with at least 25 life agents.

TO HIM— WE OFFER

—The Highest commission for low cost participating insurance.

—The services of an experienced field man, to help him in the field, appointing sub-agents, giving sales helps and to "PUT HIM OVER"

Over \$125,000,000 in Force

We are particularly interested in Illinois, Missouri, North Carolina and Michigan, especially Detroit. Write fully. We will not check references until after interview.

Address P-20, care The National Underwriter

ive, who retired. J. B. Watson, Lexington, is the third member of the commission.

Forfeit Southwest Mutual's Charter

Attorney General Bobbitt of Texas took judgment in district court at Austin, forfeiting the charter of the Southwest Mutual Benevolent Association of Greenville, Tex., on grounds of alleged insolvency. The action was uncontested.

The court afterward heard testimony involving the ownership of certain funds. The contestants are Ben F. Lowrie, receiver appointed by the court, and Conley K. Stevens, formerly operating officer of the concern.

Jefferson Men to Go Fishing

O. P. Schnabel, manager of the San Antonio branch of the Jefferson Standard Life, has announced an "All Aboard for Medina Lake Campaign." Every representative writing \$25,000 in June will be the guest of Mr. Schnabel at Medina Lake for two days immediately following the contest.

Medina Lake is located 30 miles from San Antonio and is one of the best fishing places in Texas.

News of Pacific Coast States

SAN FRANCISCO SHOWS GAINS

Nearly Every Agency There Reports Good Increase in Production Over Last Year

SAN FRANCISCO, July 3.—Life insurance sales are booming in San Francisco. A number of the large offices and some of the smaller ones report business on the up-grade.

According to a survey made by the San Francisco "Chronicle," the Penn Mutual Life agency, Ben F. Shapro, general agent, has recorded 100 percent increase in volume in three months; the Bankers Life is up about 10 percent; the San Francisco agency of the Pacific Mutual up more than \$1,000,000 for the first five months; the State Life is more than \$2,000,000 ahead of last year while the Provident Mutual Life reports a gain of \$500,000. The Sun Life San Francisco agency shows a 30 percent increase for the first five months despite the establishment of a separate Oakland organization. Nearly every office, says the newspaper, shows increases and an optimism that is not noted in other lines of business.

Unique Agency Contest

A unique agency contest is in progress in the Sacramento, Cal., agency of the Lincoln National Life in the form of a governor's election. The men of the agency vote for themselves for "governor of applicancia," each application counting a specified number of votes. The only requirement in the "election" is that the vote-app must be written by the man for whom the vote is intended. The contest is being run on the slogan, "Contrary to most elections, this one will be won with about 2 per cent inspiration and about 98 percent perspiration."

Rice Resigns as Oregon Manager

Leslie F. Rice, Oregon manager for the Equitable Life of New York, has resigned. The Oregon agency under his management has more than trebled in size. He expects shortly to leave for eastern insurance centers, and plans to return to the coast at the end of July.

Peterson Again Heads Managers

Clarence W. Peterson, manager of the San Francisco agency of the Phoenix Mutual Life, has been reelected president of the San Francisco General Agents & Managers Association. Daniel

Deserves Support



JESS G. READ

Jess G. Read, insurance commissioner of Oklahoma, will have the support of the insurance men of his state in the Democratic primaries. There are nine contestants in the race for insurance commissioner. The first primary will be held July 29. The two candidates receiving the highest votes will contest in the runoff primary Aug. 12. Mr. Read has made a most acceptable insurance commissioner and has taken a prominent part in the National Convention of Insurance Commissioners. He has served as chairman of the executive committee, chairman of the laws and legislative committee and other important ones in that organization. He is now second vice-president of the association. During the six years he has held office he has attended every meeting of the commissioners. Mr. Read is a native of Kentucky, having been born in Scottsville. He attended Vanderbilt University at Nashville. He moved to Oklahoma in 1909 and was editor of the daily paper at Hobart for five and a half years. While residing there he was president of the Rotary Club, chamber of commerce and county fair. He served in the world war for 15 months, 10 of which were in France and Germany. During Mr. Read's administration, serving under two governors, there were legislative investigations of all state offices, his receiving high commendation from the probers. Mr. Read has made a splendid record.

E. Mooney, manager of the Peoria Life is vice-president and James L. Taylor associate general agent of the Peoria Mutual was reelected secretary-treasurer. At the annual meeting Walter Gastil, Oakland, Pacific Mutual Life gave an interesting talk on the responsibilities of an agency manager. The organization now has 69 active members.

Speak at Phoenix Mutual Meeting

Ray P. Cox, supervisor of western territory for the Minnesota Mutual Life spoke before the members of the Phoenix Mutual Life in San Francisco this week. J. B. Duryea, former general agent of the Penn Mutual Life, spoke last week on "Success in the Life Insurance Business—Planning Your Day's Work."

Coast Notes

San Francisco agents of the Pacific Mutual Life participating in the policyholders' contest were guests at a dinner July 1.

R. L. Hicks, chief loan appraiser for the Jefferson Standard Life at San Francisco and Bernice Thomason, agency secretary in the same office, were married at San Francisco through the Pacific northwest. Mr. Hicks is a daughter of Manager T. J. Thomason of the Northern Life, San Francisco agency.

NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature. Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem," Published Annually in May and April respectively. PRICE, \$4.00 and \$2.00 respectively.

ISSUES SIMPLIFIED FORMS

Oregon Mutual Substitutes New Line for Old Policies, Vice-president Schuppel Announces

The Oregon Mutual of Portland announces new contracts prepared through joint efforts of the company's attorneys and executives, designed to meet the criticism of some prospective buyers and policyholders, that they can not understand life insurance contracts without consulting a lawyer or actuary. A complete line of simplified policies is being substituted for all old forms, these new contracts being stripped of verbose legal phraseology and couched in straight narrative style. They are printed in modern "tumbler" form and the subject in each section is set out in marginal headings in bold face type, so that the policyholder can refer instantly to any point.

"Every agent who has ever tried to sell a policy has hoped that some day he would have a policy which the buyer could read and digest in a few minutes," explains W. C. Schuppel, executive vice-president of the Oregon Mutual. "The agent wants a policy which will help, rather than hinder him in making sales, and we are endeavoring to cooperate with our agents by giving them what they need. We believe, too, that a simplified form will encourage buyers to study their contracts more closely than at present and will tend to promote sales. We sometimes criticize people because they do not read their life insurance policies, but as a plain matter of fact, we are largely to blame for their lack of interest."

The policies are of attractive appearance, bearing a reproduction of the medallion recently designed for the Oregon Mutual by Avar Fairbanks, famous artist and sculptor, showing a young pioneer guarding his wife and baby beside oxen and a covered wagon. The medallion bears the words, "The Will to Achieve," the company's trade mark.

BRINGS OUT 15-YEAR FORM

Continental American Supplements Line of Family Income Policies—Liberalizes Its Underwriting

The Continental American, originator of the family income form which since has been brought out by many other companies, announces that it is issuing a 15-year plan preferred class family income policy in addition to the 10 and 20-year plans announced early this year, and also will consider the family income policies on standard and substandard bases.

The company also is issuing its business policy on standard and substandard bases which heretofore has been issued only first class. This is a low rate contract providing for payment of full face at death prior to age 65, but for payment of only half face if death occurs after that age. It provides business insurance at very low rate and is adapted to ages where a large amount of protection is needed in the productive period.

The standard and substandard family income contracts are not limited to a minimum of \$5,000 as are the deferred class policies but may be issued in amounts of \$1,000 up. The 15-year plan is designed to permit adjusting insurance more accurately to insured's needs, depending on age of children.

The Continental American also is coming out with a new disability clause conforming to standard provisions.

NEW PACIFIC MUTUAL FORMS

Company Announces Family Income Policy on Two Plans and Term Expectancy Contract

The Pacific Mutual announces "family income" policies on the 10- and 20-year plans, and a new term expectancy form. In addition it is bringing out the new "7-30" standard disability clause and reducing monthly income from \$15 to \$10 per \$1,000. Rates have been revised, being slightly higher on a comparative basis than those for the \$15 clause, mainly at higher ages. The company's regular disability benefit, either premium waiver or waiver and income will be issued with ten and five year term, the same disability limits applying as on permanent forms except that the company does not issue more than \$100,000 term on a single life.

The family income policy is similar to that originated by the Continental American of Delaware. It contains a spendthrift clause which protects beneficiary.

Excess Interest Increases

The minimum policy is \$25 a month family income, or \$2,500 insurance. Maximum limits for standard risks are: Ages 20-24, inclusive, men \$500 a month, women \$250; ages 25-55 inclusive, men \$1,000 a month, women \$500. The company announces excess interest will increase guaranteed income from 13 percent to 25 percent, depending on age at death. One feature is that where indebtedness occurs each income payment shall be reduced by \$2.86 per \$1,000 indebtedness and in addition amount of indebtedness shall be deducted from the lump sum payment made at the end of the family income period.

Rates for the two family income forms and the term expectancy policy, with years of expectancy period under the latter, are:

Age	Family Income 20-Yr.	Family Income 10-Yr.	Term Expect.	Exp Period
16.....	\$ 9.39	45
20.....	\$21.97	\$19.16	9.98	42
25.....	24.47	21.41	11.07	39
30.....	27.75	24.30	12.33	35
35.....	32.19	28.12	14.38	32
40.....	38.33	33.17	16.84	28
45.....	47.40	40.23	20.90	25
50.....	61.62	50.31	26.59	21
55.....	82.35	64.95

The term expectancy form, issued on nonparticipating plan only between ages 16 and 50 inclusive for both men and women, bears a low rate. The policy may be converted at any time not less than five years before the end of the expectancy period without re-examination to any nonparticipating life or endowment form except continuous monthly income for not more than amount of original policy.

May Include Disability

Where disability benefit has been carried this may be included in new policy without reexamination provided no increase in indemnity is made, if assured is not disabled and the converted form requires premiums for more than ten years.

Provision is made for automatic conversion to nonparticipating life where claim is running at normal date of the policy's expiry. In this case monthly disability payments are continued until termination of disability. Minimum amount issued is \$5,000 and maximum limits are: Ages 16-20, inclusive, men \$50,000, women \$25,000; ages 21-50 inclusive, men and women both \$50,000.

These policies carry cash or loan values and paid up insurance and usual

Des Moines Life & Annuity Co.

J. J. Shambaugh
President

Des Moines Iowa

THE COMPANY OF CO-OPERATION

Real Co-operation Builds Your Earning Power

You'll find the Company of Co-operation goes all the way with agents under contract. It provides:

1. Modern flexible policies
2. Tested sales plans.
3. Real field supervision and help
4. Contact with your prospects and policyholders
5. Prompt home office service

This policy of real co-operation helps sell new business and hold business already written. It will increase your insurance income. Investigate the Des Moines Life proposition.

BE A "CO-OPERATOR" and PROSPER

What Makes a Good Company?

A company with sufficient age and financial stability, a live-and-let-live contract, policies that compare favorably with the best, close Head Office cooperation, lead service and other modern working tools. These are the principal things for which an agent looks.

By these standards Fidelity is a good company. Its reputation rests upon over half a century of fair dealing. It is financially solid. It operates in thirty-nine states, including New York, on a full level net premium basis and has over \$415,000,000 insurance in force. Its lead service and Low Rate policies make selling easier.

Desirable openings for the right men seeking a wider and more profitable field of action.

The **FIDELITY MUTUAL LIFE INSURANCE COMPANY**
PHILADELPHIA
WALTER LEMAR TALBOT, *President*

Just Reinsurance That's All



The **Reinsurance Life**
Chicago

1929 WAS A YEAR OF GAINS

For
**The PROVIDENT
LIFE AND ACCIDENT
INSURANCE COMPANY**
Chattanooga, Tennessee



\$9,525,291.00
Gain in Life Insurance
(Increase of 30%)

Total Life Insurance
Now in Force
\$44,612,528.00

Gain in Accident and
Health Premiums
\$617,661.91

Premium Income for
Year
\$5,100,757.66

Total Assets Now
\$5,047,144.40

Payments to Policyholders
\$2,500,000.00

Payments Since
Organization
\$15,535,940.92



options. At age 35 these contracts per \$1,000 have \$12 cash value third year, \$16 fourth year, \$20 fifth year, \$51 tenth year, \$78 15th year and \$100, 20th year.

NEW YORK LIFE'S NEW SCALE

Disability Rates and New Ordinary Life Contract Supplanting Old Form Are Given

The New York Life announces its rates on the new disability clause with standard provisions, effective July 1, and also a new ordinary life plan on men with 1 percent disability and double indemnity.

Optional methods of settlement have been improved and made more flexible so that now it is possible for insured during his lifetime or beneficiary after assured's death to have proceeds made payable in any manner mutually agreed on. The grace period is now 31 days. In endowments at 65 and income bonds at 65, if disability occurs after age 60 and before 65 premiums falling due within the period will be waived and income benefits paid to age 65 where disability clause is involved. All business written or examined after midnight June 30 will be issued on the new ordinary life form.

The new ordinary life and disability rates per \$10,000 are:

Age	New		With Disability		20
	O. L.	New	O. L.	Pay	End.
10..	\$159.40				
15..	174.00	\$211.20	\$326.40	\$683.20	\$509.50
20..	192.10	232.80	349.50	649.30	519.70
25..	214.90	259.10	375.60	706.50	531.70
30..	243.80	292.40	406.60	722.00	547.60
35..	281.10	335.40	444.30	743.30	569.90
40..	330.10	391.90	491.30	773.50	602.90
45..	395.50	467.10	558.80	817.70	647.00
50..	484.80	569.40	648.30	878.50	712.80
55..	607.20	709.70	771.20	968.10	813.20

ISSUES ADJUSTABLE POLICY

Low Cost Form with Liberal Conversion Features Brought Out By American Old Line Life

The American Old Line Life of Chicago announces an adjustable whole life contract with a very low rate and liberal features, and in addition a complete line of new child's endowment policies. The adjustable whole life is a long period term or expectancy form with privilege of conversion at end of adjustable period without reexamination to any standard form. Minimum amount issued is \$5,000. There is substantial cash value which at age 35 of issue is \$86 the 20th year, decreasing to \$72 the 25th year, and is entirely used up at end of adjustable period.

Privileges of Conversion

Privileges of conversion are: (1) Full original face amount on ordinary life form for an increased premium which is lower than the ordinary life rate at attained age; (2) reduced amount (about a third) for original premium; (3) half the face with adjusted premium; (4) to continue at original premium for five years additional policy, then to expire or be converted without reexamination by putting up full reserve at attained age and paying ordinary life rate. Premiums at representative ages, with corresponding years of adjustable period, are:

Age	Premium	Adjustable Period	O. L. Conversion
20....	\$10.19	36	\$41.92
25....	11.07	32	43.84
30....	12.51	29	47.80
35....	14.19	25	50.24
40....	16.97	22	55.11
45....	20.60	18	58.49
50....	25.99	14	62.58
55....	34.82	11	70.34
60....	46.63	8	80.16

The children's policies, issued from ages one day to nine years, with graded death benefits under age five, include 20-pay endowment at 85, 20-year endowment and endowment at ages 16, 17, 18, 19, 20 and 21. Waiver of premium may be provided to cover death or disability of original beneficiary by paying extra annual premium. Ages 10 or over will

be considered for regular life or endowment forms.

Northwestern National

In conjunction with a new rate book containing rates for the new standard disability clause, the Northwestern National of Minneapolis has handled disability rates for women in unique manner. To assist agents in writing this business, a special disability rate book for women has been published in which these rates are segregated. Female risks have been divided into groups, one group paying 50 percent more than men, and another group paying 100 percent more.

Disability provisions granted women are the same as for men except the benefit covers disability occurring before age 55 instead of 60, and ceases at marriage. Disability will not be granted married

women, women over 50, girls attending school, women employed in homes, domestics, waitresses, factory employes and other industrial workers. Other employed women engaged in income producing occupations, with some exceptions, will be considered at rates 50 percent greater than for men. Nurse music teachers, school teachers, beauty specialists and laboratory technicians will be considered at rates twice those for men.

Incomes of women are less stable than those of men, so the company will not write income benefits for women in excess of 40 percent of earned income, ordinarily the maximum benefit being \$50 a month, but few women will be considered for benefits in excess of \$100.

It is interesting to note that the Northwestern National's increase is only from 15 to 20 percent.

ACCIDENT AND HEALTH FIELD

"NON-CAN" RESERVES HEAVY

New York Requirements on that Class of Business Much More Onerous Than in Other States

The effects of the New York requirements on reserves on non-cancellable accident and health business are shown in the annual statements of companies writing that class admitted to New York. The reserve requirements of New York are more stringent for non-cancellable business than any other state. For instance, the regular statement of the Massachusetts Accident shows net surplus \$250,000. Its non-cancellable reserves for unpaid accident and health noncancellable losses in its regular statement show \$267,074. In New York reserves under the same item are \$420,621. Additional non-cancellable reserves in the regular statement are put at \$454,023. In the New York statement this figure is \$751,519. This gives the company net surplus \$39,396.

THREE OF NEW REGIONAL VICE-PRESIDENTS NAMED

Three of the regional vice-presidents of the National Association of Accident & Health Managers, whom President J. P. Collins, agency supervisor of the National Casualty, was authorized at the recent convention to appoint, were named this week. They are Henry B. Fowler of Boston, state agent Colum-

bian National Life, for the New England states; E. H. ("Count") Mueller of Madison, state agent for Wisconsin for the Southern Surety, Great Lakes states, and Armand Sommer, New York City, manager accident and health department Southern Surety, middle Atlantic states.

Appointments for the southeastern, south central, southwestern, western and Pacific states will be announced shortly. The regional vice-presidents constitute the executive committee of the association.

Combs Heads Portland Club

PORTLAND, ORE., July 3.—At the June meeting of Portland Accident & Health Managers Club, A. B. Combs, National Life, U. S. A., was elected president; R. L. Aldrich, Massachusetts Bonding, vice-president, and S. P. Pierce, Continental Casualty, secretary-treasurer.

Anesthetic Death Not Covered

The Texas supreme court has affirmed the trial court's judgment and reversed the appellate court in the case of International Travelers vs. Catherine Yates from Kaufman county. Plaintiff's husband held an accident policy which provided that liability did not lie if death should occur "from disease or medical or surgical treatment therefrom." Deceased had an operation for an abscessed tonsil and died from the gas anesthesia. The court held that the anesthetic was part of the medical or surgical treatment and therefore death resulting therefrom came within the exception and the company was not liable.

NEWS OF THE FRATERNALS

DISCONTINUE SETTLEMENTS

Modern Woodmen Will Not Make Age 70 Payments on Old Plan After July 31

LINCOLN, NEB., July 3.—Notices are being sent out from Modern Woodmen headquarters to the effect that after July 31 the society will be unable, because available funds will have then been exhausted, to make any age 70 settlements, either in the form of paid-up insurance or cash withdrawal values to members who have not yet exercised their options. Such members may, however, transfer to the level rate basis or continue their old certificates in force by paying the current cost or step rate. This is being done on authority of the executive council and board of directors.

The current cost table adopted calls for a monthly payment per \$1,000, age 70, of \$4.25. Under the revised by-laws, since held valid by the courts, all certificates issued before July 1, 1919, when the society began collecting on the level premium plan, will be valued on the accumulation basis, crediting what has been received, plus interest, less his share of death losses. The total old in-

surance of this class exchanged since July 1 last, when the new schedule went into effect, plus additional insurance is sued to exchange members, totals over 418 millions.

W. O. W. Entering Alaska

Sovereign Commander Fraser of the Woodmen of the World announces that offices of the order will shortly be opened in Alaska, and a field force organized for work. He recently returned from a trip there. Plans are also being made to enter the Philippines. The order has been in Mexico and Canada for some time.

Canadian Fraternal Association Elects

The Canadian Fraternal Association at its annual meeting in Montreal elected the following officers: President T. Brassard, Society des Artisans Canadiens-Francais; vice-presidents, T. B. Bell, Grand Orange Lodge of British America; Lyman Lee, Supreme Council of the Royal Arcanum; Clair Jarvis, Woodmen of the World; secretary, L. J. Archer. Toronto was selected as the place for next year's meeting.

San Francisco offices of the Phoenix Mutual Life under the management of Clarence W. Peterson, have been moved to the new Stock Exchange building, 18 Sansome street.

NEWS OF LIFE ASSOCIATIONS

DENNY ELECTED PRESIDENT

Los Angeles Association's Slate Unopposed—Hathaway Retires After Two Years of Service

Roy Denny, Missouri State Life manager, was elected president of the Life Underwriters Association of Los Angeles at its annual meeting last week. Sam McCurdy, agency director New York Life Sunset branch, was elected first vice-president; W. E. Hays, Santa Ana, Mutual Life of New York, was chosen second vice-president and J. F. Hackman, Lincoln National Life, treasurer. Mr. Hays is also president of the Orange County Association of Life Underwriters.

Milton P. Hawkins, Connecticut General Life; Arthur P. Chipron, Equitable Life of New York; W. B. Stannard, Aetna Life, and Fred C. Hathaway, Mutual Life of New York, were added to the board of directors. The entire ticket was elected without opposition. President-elect Roy Denny outlined some of the plans which will be undertaken by the association under his direction.

President Fred C. Hathaway reviewed the events of the past year. He called attention to the full measure of harmonious cooperation now existing between local trust companies and life underwriters, this situation having been brought about by the steady and persistent work of the association. Twisting was also discussed. Practically all the concerns that have been active in operations of this character during the past few years are now out of business and the few that are still attempting to carry on are far less active and successful than they were a year or so ago. This is largely due to the courts having ruled against such concerns in their efforts to enforce the collection of their so-called fees.

A resolution was passed commending Fred C. Hathaway for his splendid leadership and masterly service as president for the past two years.

The speaker of the evening, Dr. L. H. Lee, assistant medical director of the Pacific Mutual Life, gave an interesting talk on substandard risks, illustrating his remarks by charts explaining the various points taken into consideration in determining the rating of substandard risks.

Spokane, Wash.—Commissioner H. O. Fishback was guest of honor at a meeting of the Spokane association. Other speakers on the program were J. J. Schiffer, John Prins, association president; R. G. Jones, Percy L. Cochran, R. E. Edgerton and W. H. Shields.

Atlanta—At its June meeting the Atlanta association elected Ed Bray, supervisor for Equitable Life of New York, president; A. W. Jackson, general agent Southern States Life, was made vice-president; W. W. Bateman, Equitable of New York, secretary-treasurer, and Lawrence Willett, Penn Mutual, national committeeman. They will serve until December, 1931.

Lawrence Willett, retiring president, reviewed the activities for the past year. The attendance cup was won by Equitable Life.

Wade Heavey, Equitable Life of New York, who is conducting a two weeks' field school in Atlanta, was the guest speaker and gave a very fine talk on life insurance as an investment. Harry Adams, state manager of Equitable, also made a short talk.

Memphis, Tenn.—James R. Campbell, general agent of the Provident Mutual Life, was elected president of the Memphis association at its annual meeting to succeed Vann Pritchett of the Travelers, under whose administration the Memphis association sponsored the state convention in March. Harry G. Allen, who was president of the Memphis association at the time of the National

association convention, was named first vice-president; E. R. Caldwell, Prudential, second vice-president; Joe Ransom, New York Life, reelected secretary, and W. F. Wright, Massachusetts Mutual, treasurer.

The meeting was addressed by Dr. S. S. Huebner, who predicted that life insurance would serve as the necessary adjunct to character for the creation of billions of dollars of additional credit.

Wichita, Kan.—C. C. Day, Oklahoma City general agent for the Pacific Mutual Life and vice-president of the National association, spoke to the Wichita association last week.

Fort Wayne, Ind.—Russell L. Solomon, manager of the New England Mutual Life, became president of the Fort Wayne association at its last meeting. Other new officers are: Ralph O. York, vice-president; Joseph Folsom, secretary, and Carl Burgess, treasurer.

Seattle—Based on decisions of H. O. Fishback, Washington insurance commissioner, a code of ethics for Seattle life underwriters has been formulated by the business conduct committee of the local association which has been unanimously approved by the executive committee.

Des Moines—Plans for the formation of a study class to prepare for examinations for the C. L. U. degree formed the basis of discussion at a meeting called by J. J. Hughes, new president of the Des Moines association. Final plans will be made by Mr. Hughes and Harry Haskins. Profs. David Owens and L. E. Hoffman of Drake University school of commerce and finance will conduct the classes.

Lansing, Mich.—At the annual meeting of the Lansing association Harold H. Every, Massachusetts Mutual Life, was named president to succeed C. B. Carman, Equitable Life of Iowa. The other new officers are: Vice-president, Roy C. Nowlin, Manufacturer's Life; secretary, Harold C. Brogan, Great West Life; treasurer, Ben H. Demorest, Bankers Life; national committeeman, J. Arthur Pino, Mutual Benefit Life.

Bridgeport, Conn.—Russell Y. Moore, Phoenix Mutual Life; James Parker, Prudential, and Raymond L. French, United Life & Accident, were elected directors of the association for three years. Henry Sheldon of the Guardian Life, New York, addressed the 40 members present on "The Tools for Selling Life Insurance."

South Is Gaining Rapidly

A survey of insurance conditions in the south has been completed by Dr. Lee Bidgood, dean of the school of commerce of the University of Alabama, indicating that life insurance written by southern companies from 1912 to 1927 outstripped the increase in insurance in force in the United States during the same period. There was a gain of 394.9 percent in the United States as a whole, but southern companies showed 433.3 percent on ordinary life. Dr. Bidgood points out that the south is now entering the third great stage of economic development, the financial. The south has 20 companies in the \$100,000 class.



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W. H. SAVAGE, Vice-President

Great Republic Life Building, 756 So. Spring Street
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356,988 Prospects

received advertising letters
in first five months of 1930

\$19,000,000 of Business

sold on lives of "advertised"
prospects in same period.

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GERARD S. NOLLEN, President

Established 1879

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Order from the National Underwriter, A1946 Insurance Exchange, Chicago.

Mutual Benefit Explains Stand

(CONTINUED FROM PAGE 3)

July 12, when the question of a continuance of the stay pendente lite will be argued.

New Filing in Massachusetts

"In Massachusetts the insurance commissioner declined to approve originally, and the company has transacted no disability business in that commonwealth. The supreme court of Massachusetts upheld the commissioner on the company's appeal to the courts, but on grounds not deemed by Mutual Benefit counsel to condemn the company's method of measuring disability. Since the decision the company has submitted a modified disability form which is now before the commissioner. In all other states in which the company has been notified of the adoption by the commissioners of the uniform provisions, the Mutual Benefit has been permitted to continue writing disability pending the outcome of the judicial reviews above referred to, either on the forms originally approved or on the modified forms.

Called Distinct Advance

"We are encouraged by the unanimous advice of counsel to believe in the ultimate recognition of the company's right to continue its disability business in all the jurisdictions in which we have been heretofore writing. We are as firm as ever in the belief that the Mutual Benefit supplementary disability contracts represent a distinct advance in this type of coverage by life companies, to the advantage of the insuring public."

WHY CONWAY DISAPPROVED

Superintendent Conway of New York has declined to approve the Mutual Benefit Life's proposed disability forms. Consequently the company was not permitted to issue its proposed disability benefits July 1.

Among reasons for disapproval was given the fact that the proposed forms would indemnify partial disability without including all the standard provisions of accident and health policies. Another factor was that the alternative definition of total disability contained in the proposed forms was not a proper definition of total disability. Furthermore it was declared not to be in accord with the standard provisions of the New York department circular letter, Sept. 25, 1929, in which approval of all total and permanent disability provisions on file with the department in connection with life policies was withdrawn as of June 30, 1930, and the standard provisions were promulgated, which all the companies adopted with the exception of the Mutual Benefit Life.

Conservation Is Keynote of 1930

(CONTINUED FROM PAGE 3)

"Production should always be accompanied by that stout hearted twin, persistency. Statistics and tendencies prove that the whole insurance world now and in the coming era must bend all the energies and ideas it can muster on programs for conserving our business and our policyholders' protection.

Many Require Persistency Showing

"Most companies are now having some persistency qualifications in their agency club requirements. There are some companies which insist that 75 percent or 80 percent of the previous year's business must renew to enable the underwriter to qualify for the next convention."

He said a survey of the company's policies issued in the last five years, 1925 to 1929 inclusive, some 86,000 in number, showed "a lamentable lack of persistency" on monthly premium payment forms.

He urged the agents not to let the

stock market complex inhibit their spirit, for, on the other hand, he says, many experienced insurance men believe stock market slumps actually help life insurance production ultimately. He said thousands of persons definitely discovered that not one person in 100 can make money in the stock market and they will give a more attentive ear to the life insurance investment talk hereafter. He pointed out that in the very period when common stock investments have been going down, bonds held by the companies appreciated in value.

Calls It Natural Reaction

He said there is no question that there is a general business decline, but that it is nothing but the natural reaction after the previous high-speed period, and is a world-wide condition. President Bullock said a world that can sustain so devastating and mangling a catastrophe as the last war will not be unduly harassed by minor readjustments.

Ireland Gives Lapse Figures

(CONTINUED FROM PAGE 5)

Mr. Ireland gave an illustration of an average case, age 35 at issue, \$5,000 ordinary life, showing the cost to company, policyholder and agent when a policy lapses.

"You have earned first year commissions of \$65.88 and nine renewals of 3 percent which are worth \$59.31, a total of \$125.19," he says. "He pays 12 monthly premiums, four quarters or two semi-annuals, and then lapses. You received only your first year commissions of \$65.88. Your actual loss is \$59.31."

Policyholder Loses Heavily

"The policyholder is out the annual premium of \$131.75. The company has paid a first year commission of \$65.88; an examination fee of \$5 or more, an inspection fee of from \$1 to \$2, clerical expense and material between \$5 and \$10, minimum mortality charge or contribution of \$19.70, a first year dividend of \$32.25, which is the only return that the policyholder receives for his initial outlay of \$131.75.

"In other words, everyone in the transaction suffers. If the lapse occurred before the payment of a full year's premium the agent's loss is greater, because although he has earned the commission he receives only the proportionate part paid."

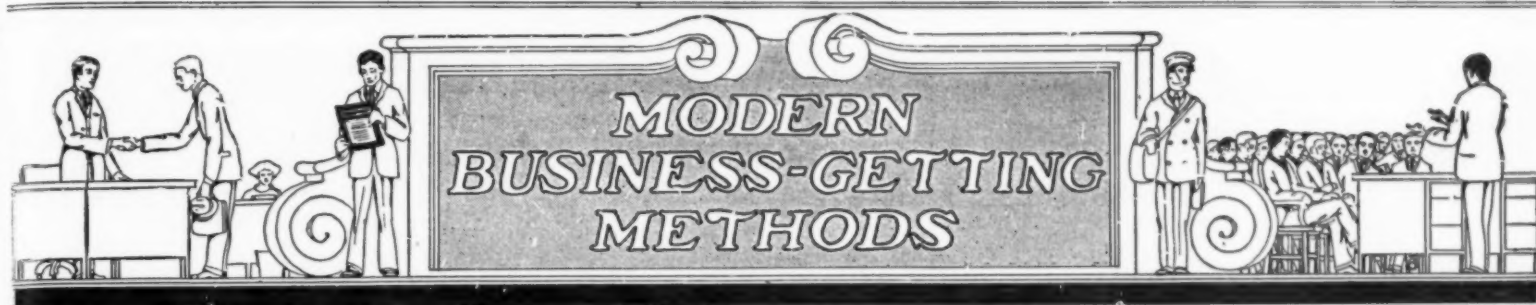
Offers Several Suggestions

Mr. Ireland gave the following suggestions: "It is better to undersell rather than oversell. A more complete understanding of the prospect's 'ability to pay,' or financial responsibility, should help in reducing lapses. Fewer monthly premiums and none less than \$10. More prepaid premiums. Avoid overselling. Avoid selling a policy as such; present a provision to meet a definite need or contingency. Avoid soliciting in uncertain or irresponsible occupations."

Home Office Course Given

The Lincoln National Life was host at a banquet given in honor of the graduating class of the course in principles of life insurance and office practice in the company's dining room. Sherman C. Kattel, actuary of the company, was toastmaster. The principal address was delivered by President Arthur F. Hall, and talks were made by Vice-President Walter T. Shepard and Vice-President A. J. McAndless.

Gold seal diplomas were awarded to the 14 honor graduates of the course, in addition to standard diplomas for 76 of the other members who successfully completed the course. This year the course was given half on company time and half outside of business hours. It covered many phases of actuarial, underwriting, management, and operating phases of life insurance, and is a part of the company's educational program for the members of its home office staff and representatives.



Life Insurance Man Has Great Financial Opportunity Not Enjoyed in Other Lines in Form of Annual Renewals on Business

By HUGH HART
Vice-President Penn Mutual Life

I want to cite two of the important factors in the financial opportunity that is yours and mine in this business. Not long ago I received a letter from a safety razor company I had never heard about, stating that if I would fill out a card that was enclosed, and send it back to them, they would present me with a safety razor, with the compliments of the company. I had half a dozen safety razors, but being a Scotchman and finding it did not cost me anything, I sent the card. I could not understand why they were so generous as to send me, a stranger, a safety razor.

But I observed when it came that there was only one blade with this razor. The man who got up that scheme to give away those safety razors was a

This is part of a talk Vice-President Hart gave before the J. Elliott Hall agency of the Penn Mutual Life in New York on "The Life Underwriter as a Business Man."

very able man. He realized the financial value of what I call the repetition principle in business. I knew that when I got that razor. First of all, he knew evidently that I was a very young man and had a long expectation of life. And, second, he knew that, as long as I lived, in order to get the use of that razor I would have to go down automatically without any further propulsion on his part and buy razor blades. Furthermore, I learned later that the company did not make money out of the razors, but it made money out of the blades.

Life Insurance Men Benefit by Repetition Principle

Now, what does that have to do with the life insurance business? Did you ever stop to think that you have the repetition principle in your business—that when you sell a man a policy you start in motion a series of automatic sales? We call them renewals, but I think it is better to call them automatic

sales—those renewal premiums come in, with practically no effort on your part, throughout the period of that policy's lifetime, in the lifetime of that individual.

Not only do you get paid for the razor, as it were, that is, the first premium, but also you get a commission on the automatic sales that are set in motion by that initial action. That is doing a retail business that transforms itself automatically into a wholesale business. When you sell a million dollars of life insurance, you really have sold ten million dollars of life insurance in round figures, because you are going to get paid, not on the one million dollars that you sold, but on the subsequent renewals of that million dollars—you are participants in the safety razor blade principle of automatic sales that are set in motion by an initial sale which you have made.

Not True in Any Other Line of Salesmanship

And, then, there is another way to look at that automatic sale proposition, by contrasting it with other lines of salesmanship. I challenge any man here today to show me a single other form of salesmanship in which the automatic sale principal operates to the degree that it operates in the life insurance business. You go into the real estate business, sell a lot or a house or a building. You must go out and sell another lot

Facts, Figures and Inspirations

The trouble with most agents and most applicants is that while they appreciate the protective value of life insurance they overlook its investment value.—William Alexander.

* * *

Most men need and can afford to pay for twice as much life insurance as they now own.—Travelers Protection.

* * *

The successful insurance company of the future will be that one which recognizes the value of the agent as a fundamental asset and exercises careful and discriminating judgment in the selection of its local agents on a basis of personality, prestige and sound cumulative business productivity. — Commissioner Lee of Oregon.

or house or building in order to get another commission, whereas every time you make a sale in this business, you not only get one commission, but also



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FAITH

Faith in one's self and one's company makes for happiness which is bound to bring success. Without faith men are inadequate to meet and take part in the great rough tide of glorious life which is their heritage.

This company has been built on a solid foundation of faith—faith in its great purpose—faith in its officers and faith in its field men.

If you are interested in a connection with a company which gives you the greatest incentive to success—faith in yourself and your company—it will pay you to be friendly with the

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The Mutual Benefit was organized in 1845, and for upwards of eighty years has been administered by a succession of directors and officers whose conduct of its affairs has merited and received the confidence and approval of hundreds of thousands of policyholders.

Not only has its history been marked by the fidelity, ability, and integrity of the officials who from time to time have been responsible for the Mutual Benefit's financial management, but the Mutual Benefit has also been distinguished throughout its history for intelligent progression in the provisions of its contracts which, with unbroken adherence to sound actuarial principles, have made the Mutual Benefit a leader in life insurance underwriting.

As improvements in contracts have been developed, liberalizing their provisions, the new benefits have been uniformly extended to earlier outstanding contracts, in-so-far as possible, thus securing to the earliest policyholders the benefits enjoyed by the latest.

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Underwriter, 11946 Insurance Exchange, Chicago.

you have the possibility of making nine additional commissions.

And I think I was never so happy in my life from an economic standpoint as I was in the years when, as an agent, I would come to the end of the calendar year and I would compute whatever I had made that year in the form of first-year commissions. And then, as I rather smugly, at times, congratulated myself on the good fortune that had enabled me to make that much money in first commissions, I was able to look ahead for a period of nine succeeding years and realize that I had projected ahead, not my shadow, but the light that shines when a man's income is assured over the period of an entire decade.

It is a pyramiding process, in which each year a new layer is placed on top of the lower stratum of premiums, and then another, and then another, until at last a man finds himself in the position of being tempted to become so lazy that he will forget the original industry that brought that condition about. There is one of the great dangers of this business. A man ought to live within the income produced by the first-year commissions. I do not mean by that to imply he ought to spend all the first-year commissions, but he certainly ought to live within the income of the first year. And he ought to set aside, as an inviolable savings fund, the renewal commissions that are going to follow in the decade after each year's work is done.

Great Economic Advantage to Life Insurance Men

Now, let me ask you, gentlemen, can you cite a single individual type of business outside of the life insurance business where a man at the end of the year can stand in December and say, "I am going to keep on being paid nine years longer for the work that I have already done?" Where else is that kind of principle introduced? Is it done in the law? Is it done in the medical profession? Is it done in the field of banking? Is it done in any other form of business? And I wish that I might take a trumpet and go all over America and try to blaze into the consciousness of the life insurance men of this country the great economic advantage that accrues to them by reason of the renewal principle, or, as I call it, the repetition principal of automatic sales, that is inherent in our business.

Every now and then I find a man who has not the financial wisdom of a gnat, who disposes of his renewal commissions. It is the very heart of his business enterprise.

The other great principal advantage of being a life insurance business man is to be found in this fact: Did you ever stop to reflect that if you have one million dollars in cash, the thing you would do if you were a first-grade business man would be to invest that one million dollars in securities that would be safe—that is, as safe as securities are. (There are some of us, I might add parenthetically, who do not believe any security is safe except life insurance, and it is safe only because it rests upon the principle of diversification of securities.) You would invest it, we will say, in first-grade bonds, and maybe a few stocks—perhaps—that would yield you 5 percent, and you would have an income of \$50,000 per year. So far as

The "Insurance Salesman" which will publish shortly its "All-Star" convention number, containing original contributions on salesmanship from the leading producers of their respective companies in 1929, will show a personal history record of these men together with the amount of new business written during 1929. The following is the list, with the amounts written. Group insurance is not counted, neither is business placed with other companies:

Company and Leader	Paid Production
Abr. Lincoln, W. B. Kibbie, O.	\$ 413,000
Acacia Mut., E. J. Warshell, Ill.	681,000
Aetna, G. L. Farrington, N. Y.	1,330,000
Amer. Central, F. P. Kennedy, O.	1,047,415
Amer. Life, E. E. Sayles, Mich.	300,000
Amer. Natl., O. B. Dye, Mo.	1,275,000
Bankers Life, Iowa, T. S. Reinhard, N. Y.	408,000
Bankers L., Neb., C. M. Stewart, Neb.	289,700
Bankers Natl., R. C. Wiggins, O.	3,000,000
Berkshire L., L. M. Clucas, Mass.	373,000
Bank Sav. L., C. J. King, Kan.	484,500
Brooklyn Natl., B. Barnett, N. Y.	536,500
Bus. Men's, W. J. Pierce, Okla.	584,749
Cal. State, R. E. Watson, Cal.	580,000
Cent. L., H. O. J. Watts, Mont.	428,000
Cent. St. L., L. W. Higley, Mo.	289,000
Colum. Mut., E. R. Kuck, Kan.	239,500
Conserv. Life, J. Martin, Ind.	462,000
Continental, Ill., H. H. Lawrie, Ill.	1,313,400
Conn. General, S. F. Smith, O.	419,750
Conn. Mut., G. G. Gottlieb, N. Y.	1,001,000
Detroit Life, M. Fishman, Mich.	152,000
Equit. L., In., J. A. Mason, N. Y.	351,540
Equit. Life, N. Y., C. Wads- worth, Ill.	322,500
Eureka-Md., J. Kubecko, Pa.	500,000
Federal Life, W. C. Hardgrove, Mich.	1,175,941
Fed. Union, G. V. Thomas, Pa.	334,000
Fid. Mut., J. B. Campbell, Mo.	355,000
Franklin Life, R. L. Colby, Ind.	554,250
Great Northern, H. C. Hender- son, Wis.	1,407,600
Grange L., W. M. Freeman, Mich.	315,500
Gr. West L., C. E. Chaffey, B. C.	745,500
Guard. Life, D. Russell, N. Y.	234,000
Guar. Life, J. F. Fogarty, Mo.	
Home L., N. Y., G. P. Reed, N. Y.	
Home L., Pa., G. J. Rondish, Pa.	

you are concerned, you might as well not possess the one million dollars, because you can't use the one million dollars and still use the income from the one million dollars. That is just primary arithmetic.

That is the kind of an estate you are building up. You do not own the capital, but you do own the income. The English people are a very smart people. They are more mature in many ways than we. If you ask how much an American is worth, we will say he is worth \$300,000 or \$500,000. If you ask how much an Englishman is worth, they will say he is worth 5,000 pounds or 40,000 pounds. They compute their wealth in terms of income. And I hope that in America the life insurance men will do the American people the great economic service of gradually converting them to where they will come to think of wealth in terms of income instead of thinking of wealth in terms of capital. And if it is a part of our mission to convert the American people to a right conception of the value of income as contrasted with capital, it seems to me that we ought to convince ourselves that the income from the premiums that we build up through our hard processes of labor is just as valuable as though we were building up capital, because, after

Company and Leader	Paid Production
Inter-South, G. A. Bowen, Ind.	257,750
Indianapolis L., J. Schwab, Ind.	1,022,136
Jefferson St., R. E. Mackay, Tex.	600,000
John Hancock, L. E. Frantz, W. Va.	760,500
Kan. City L., Dix Teachener, Mo.	1,296,236
Lafayette L., E. W. Jones, Mich.	476,000
Life Ins. Co. Va., C. C. Hall, Va.	707,000
Lincoln Lib., A. T. Spikes, Kan.	960,000
Lincoln Natl., J. E. Morrison, Mich.	1,088,045
Mass. Mut., J. H. Wilson, Ill.	578,100
Midland L., W. M. Scharles, Mo.	404,000
Midland Mut., W. Whipple, O.	1,046,647
Minn. Mut., S. R. Weem, Tex.	2,327,000
Mut. Ben., R. C. Wilson, Mich.	293,332
Mutual Life, N. Y., Ill.	343,000
Natl. Trust, E. A. Isaacson, Ill.	759,500
Natl. Fidelity, G. E. Eilers, Iowa	
Natl. Guard, W. D. Byrns, Wis.	
Natl. L., Vt., W. J. Meissel, N. Y.	
National L. & A., W. C. Pollard, Tenn.	
Northern Life, F. D. Addis, Cal.	
N. Y. Life, E. Andrews, Ill.	2,631,000
New Eng. Mut., A. L. Miller, Ill.	1,000,000
Natl. Life, U. S. A., A. D. Hempt, hill, Kan.	
N. W. Mutual, H. Duval, N. Y.	2,130,350
N. W. Natl., H. N. Yerxa, Minn.	1,012,000
Occidental L., H. M. Leisure, Cal.	1,863,722
Ohio State Life, R. E. Boller, O.	300,650
Old Line Life, R. H. Morris, Tex.	
Pacific Mut., R. A. Brown, Cal.	1,018,000
Pan-Amer., J. T. Leonhard, La.	520,000
Penn. Mutual, T. M. Scott, Pa.	2,157,053
Peoples L., Ind., R. F. East, Ind.	335,000
Philadel. Life, S. Bernstein, Pa.	500,000
Phoenix Mut., A. E. Leach, R. I.	666,022
Pilot Life, R. Lee Holmes, N. C.	386,750
Pioneer Life, J. W. Aycock, N. C.	272,000
Protective Life, H. C. Cook, Tex.	621,205
Register L., J. F. Lardner, Jr., Ia.	337,000
Reliance Life, G. V. Cleary, Ill.	1,153,335
Royal Union, C. Estes, Okla.	
Reserve Loan L., J. V. Hoover, Okla.	2,000,000
Security Life, F. G. May, Ark.	348,704
Security Mut., P. Anderson, Ia.	301,000
Southern L., A. C. Bayless, Tex.	1,109,000
Southern States, G. Brown, Tex.	1,000,000
State Res. Life, J. H. Avery, Tex.	314,400
Travelers, W. G. T. Shedd, N. Y.	1,928,450
Union Cent. Life, B. A. Wiedermann, Tex.	1,306,050
United Fidelity, E. Schwartz, Cal.	260,000
United L. & A., H. D. Falk, R. I.	366,000

all, you cannot have anything from capital that is more valuable than the income which we derive from the capital that is supplied by those who pay the premium, whom we induced to insure their lives.



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